

THE ROTARIAN

October/1987



Special travel section:
DREAM BOATS
the fun of cruising

Also
the Better Business Bureaus • The PolioPlus promise

**When it comes to
communications
you better know
who you're talking to...**



...and, when it comes to public safety communications experience, you better talk with Standard.

Field-Tested Products

Our family of Land/Mobile products includes field-tested radios designed to meet or exceed even the most stringent specifications.

The powerful 5 watt **HX400** microprocessor-controlled portable couples the system flexibility of 25 available channels with advanced features like programmable scan, high-speed pushbutton channel select, busy channel lockout, priority channel, and a backlit LCD which displays both channel and function.

Our **GX3000** mobile with power options ranging to 40 watts features system-expanding 64 channels, programmable memory with scan, priority channels, multiple tone capability, full pushbutton operation and a backlit LED display easily read in any light. Remote mount model and DTMF mic options are also available.

For major metro communications complexes, the remote-mount **FM91** microcomputer scanning mobile offers a standard 120 channels expandable to 400 optional channels, user-selected variable power to 25 watts and system-enhancing software options like ANI, transmit time-out timer, busy channel lockout, voting, and select call. The control head infor-

mation center provides full pushbutton control over all operations and options, with mode, power level and channel easily visible in the large-numeral LED display.

For a demonstration of these and other products for public safety communications, talk to the people with the public safety track record—contact your nearest authorized Standard Communications Land/Mobile Dealer, or use the attached coupon.



P.O. Box 92151
Los Angeles, CA 90009-2151
213/532-5300

...the business radio people

Please send further information: ☐ HX400 Scanning Portable ☐ R1087
☐ GX3000 64-Channel Mobile ☐ FM91 Microcomputer Mobile
☐ Trunking Radios ☐ Paging Systems

Name/Title _____

Company _____

Address _____

City _____

State _____

Zip _____

☐ Have my nearest Standard Land/Mobile dealer call to arrange a product demonstration

Phone _____

Best time to call _____

Members save 10% on Caribbean and Panama Canal cruises.



The lively Cunard Countess and Cunard Princess dazzle active vacationers with a terraced pool, open-air café, deck sports, an air-conditioned gym, sauna and outdoor Jacuzzi® Whirlpool Baths—plus a piano bar, nightclub, casino and a uniquely exciting Indoor/Outdoor Center.

See the complete Caribbean in a week. Or the Panama Canal and much more in 7, 10 or 11 days!

Only Cunard offers members like you such a wealth of warm-weather ports in cruises of this length. You see more than many do on a longer vacation—and save 10 percent, as well.

Discover a different island almost every day.

Cunard Countess departs Saturdays on seven-day roundtrip cruises from San Juan. Choose "Caribbean Capitals" and visit Caracas (La Guaira), Grenada, Barbados, Martinique and St. Thomas. Or choose Cunard's "7-Plus" Cruise and call on Tortola, St. Maarten,

Guadeloupe, St. Lucia, Antigua and St. Thomas.

Or see the Caribbean, the Canal and Costa Rica in 7, 10, or 11 days.

The unique new seven-day Cunard Princess TransCanal cruises between Fort Lauderdale and Costa Rica's popular Puerto Caldera visit four of these fascinating ports: Mexico's Cozumel/Playa del Carmen, Grand Cayman, the Canal, Balboa and Montego Bay. Our 10-day TransCanal cruise from Acapulco to Florida also visits four ports; the 11-day cruise returning to Acapulco visits six.

Members save 10 percent!

Seven-day Caribbean cruises—which include roundtrip airfare—begin at \$1,099 in New York and Miami; elsewhere rates may be higher; deduct your 10-percent

member's savings.

Seven-day TransCanal cruises begin at \$1,399; 10-day, at \$2,099; and 11-day, at \$2,299. What's more, there's one low, money-saving rate for the second person in any stateroom: on a seven-day cruise, just \$899 to \$1,199; on a 10-day, \$1,099 or \$1,299; on an 11-day, \$1,199 or \$1,399. And don't forget your 10-percent savings.

For reservations and information, call Mr. Les Kertes toll-free: 800-645-2120. In New York, call collect: (516) 466-0335.

Rates per person, double occupancy, subject to availability, dependent on departure date; 2nd-person rate also dependent on departure date; taxes extra. These special rates not combinable with any other discounts. Cunard Princess registered in the Bahamas. Cunard Countess registered in Great Britain.

Mr. Les Kertes, Hartford Holidays, Box 462, 277 Northern Boulevard, Great Neck, NY 11022.

Rush me details on Caribbean and TransCanal cruises with special 10-percent savings for members (Q1016).

Sailings with space specially reserved for you.

CARIBBEAN		TRANSCANAL		
"CAPITALS"	"7-PLUS"	11-DAY	10-DAY	7-DAY
Nov. 7	Nov. 14	Nov. 7	Nov. 18	Dec. 12
Jan. 2, '88	Jan. 9, '88	Jan. 20, '88	Jan. 2, '88	Jan. 2, '88
Mar. 12	Mar. 19	Feb. 20	Mar. 2	Apr. 9
Apr. 9	Apr. 2	Mar. 12	Mar. 23	Apr. 16

NAME _____

ADDRESS _____ APT. NO. _____

CITY _____ STATE _____ ZIP _____

AREA CODE, DAYTIME PHONE _____ E88274



HARTFORD HOLIDAYS

This One



J6NX-296-P4E8

© 1987 CUNARD



IF ALL BUSINESSES WERE THE SAME, YOU WOULDN'T NEED THE ALLSTATE CUSTOMIZER POLICY.

Truth is, all businesses are different. With different insurance needs. That's why the Allstate Customizer Policy for small businesses and the Allstate Customizer Business Auto Program are so important to help you control your insurance costs.

Each provides insurance protection tailor-made to your business' specific needs. You pay only for the coverage you need. No more. No less.

So if you own a small business, ask an Allstate agent about the Allstate Customizer programs.

See if we can save you some money. After all, your business isn't the same as others, so why pay for the same insurance?

Allstate®
BUSINESS INSURANCE

Allstate Insurance Company, Northbrook, Illinois.
To complete your business insurance protection, Allstate also offers workers' compensation policies.
Subject to local availability.

THE ROTARIAN

October 1987

Vol. 151 No. 4

Page 16

THE BUSY BETTER BUSINESS BUREAUS

by Dianne Skeltis Ward
Keeping business practices on the straight and true

TRAVEL: SPECIAL SECTION

Page 21

LET'S CRUISE!

Big boats beckon: sail away on a floating vacation

Page 22

DREAM BOATS

by Irene McMahon
Paintings by Franklin McMahon
Caribbean, Amazon, Mediterranean: three cruises awash with diverse pleasures

Page 28

HOW TO CHOOSE YOUR CRUISE

by Sylvia McNair
Advice from cruise expert Douglas Ward

Page 31

CRUISE QUEEN STILL REIGNS

by John J. Corris
The new, improved QE2

Page 32

WHEN YOUR SHIP COMES IN

A guide to the major cruise lines

Page 34

MAKING WAVES

Beyond the big ships, there's a world of alternative cruises

Page 38

PICTURE THIS

by Al Keith
Take your best shot—with a camera



Page 38



Page 34



Page 22

Page 42

WHATEVER HAPPENED TO UBERIMMA FIDES?

by Bruce Bays
Applying an old Latin rule to vocational ethics

Page 44

POLIOPLUS: A PROMISE FULFILLED

by Michael G. Pedrick
Rotary's biggest service adventure follows decades of hope



Page 44

THIS ROTARY WORLD

- 49 Rotary newsletter
- 50 images of Rotary
- 52 the clubs in action
- 54 pick-a-project
- 56 PolioPlus report
- 58 these Rotarians
- 63 in memoriam
- 63 World Community Service
- 65 meetings and conferences
- 67 opinion
- 67 anniversary clubs

DEPARTMENTS

- 4 by the way
- 9 your letters
- 10 executive lifestyle
- 12 manager's memo
- 14 trends
- 15 bookreview
- 66 emporium
- 68 sale by mail
- 72 stripped gears

ALSO THIS MONTH

- 46 Rotarians—United in Service—Dedicated to Peace: 1987-88 Presidential Citation Program
- 47 What it means to be a Paul Harris Fellow by William E. Skelton, Trustee, The Rotary Foundation of R.I.
- 48 Vocational Service by Charles C. Keller, President, R.I.

Cover illustration
by Holly Vanselow



**General officers of
Rotary International
for 1987-88**

President: CHARLES K. KELLER, California, Pennsylvania, U.S.A.; **President-Elect:** ROYCE ABBEY, Eswaton, Vic., Australia; **Vice-President:** ROBERTO H. VALENTIN, Villa Caparra, Puerto Rico; **Treasurer and director:** BRIAN H. KNOWLES, Southport North, Qld., Australia.

Directors: SUDARSHAN AGARWAL, Delhi, India; MOHAMED BENMEJDOUB, Casablanca, Morocco; BRUCE A. COOK, Cincinnati, Ohio, U.S.A.; FRANK J. DEVLIN, Anaheim, Mexico; VELI-RISTO EEROLA, Tampere-Kisankkumäki, Finland; LUIS VICENTE GJAY, Arrecifes, Argentina; YOSHIRO ITO, Sapporo, Japan; RYCE W. KENDALL, Salem, Oregon, U.S.A.; EDWARD KNECHT, Cato, New York, U.S.A.; DERRICK W. LANGFORD, Royal Forest of Dean, England; BASIL C. MARHOFF, Ness City, Kansas, U.S.A.; M. BAHIR ONSY, Cairo, Egypt; JAMES W. VANDERBURG, Fullerton, California, U.S.A.

General Secretary: PHILIP H. LINDESEY, Evanston, Illinois, U.S.A.

Published monthly by Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, Illinois 60201, U.S.A. Telex number: 433006, EVANSTON, III. Cable: Internat. Rotary. Fax number: (312) 328-8554. Telephone: (312) 866-3000. Subscription rates: \$6.00 a year; single copies 75 cents. Subscription to REVISTA ROTARIA (Spanish edition) \$8. For information on annual rates for both editions, write: Circulation Dept. When ordering change of address, enclose old address label; include your postal code; also state your Rotary club—without it change cannot be made. As the official publication of Rotary International, this magazine carries authoritative notices and articles about Rotary International. Otherwise no responsibility is assumed for statements of authors. Any use of fictionalized names that correspond to the names of actual persons is unintentional and is to be regarded as a coincidence. Manuscripts or art submitted to THE ROTARIAN should be accompanied by self-addressed envelope and return postage. No responsibility is assumed for return of unsolicited materials. THE ROTARIAN is registered in the United States Patent Office. Contents © 1987 by Rotary International. All rights reserved. Second Class Postage paid at Evanston, Illinois, U.S.A., and additional mailing offices.

This is the October 1987 issue, volume 151, number 4 of THE ROTARIAN (ISSN 0035-838X).

Publication number: USPS 548-810

POSTMASTER: Send address changes to THE ROTARIAN, One Rotary Center, 1560 Sherman Avenue, Evanston, Illinois 60201.

Editor: Willmon L. White

Associate editor: Jo Nugent

Managing editor: Charles W. Pratt

Assistant editors: Daniel W. Nixon, Cary Silver

Art director: Pelaya Limbos

Promotion/special services: Jacqueline Granat

Secretary to the Editor: Doris Karp

Editorial secretaries: Judy Lee, Teri Marvin,

Patricia Perrine

Production assistant: Kathleen Temple

Regional magazine coordinator:

Avonna Landwehr

Circulation: Norma Muciga

Advertising manager: Philip T. Irwin

Advertising production: Candy Isaac

Secretary to the advertising manager:

Cynthia Edbrooke

Advertising sales:

Chicago: Philip T. Irwin, Adv. Mgr., THE ROTARIAN, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201; (312) 866-3000. New York: Glen F. Spaeth, ParQuil Associates Limited, 341 Elm Ave., Bogota, NJ 07063; (201) 343-7766.

So. California: Ed Schrader, Pacific Rim Sales Associates, Inc., 1317 E. Balboa Blvd., Newport Beach, CA 92661; (714) 675-7521.

No. California: Rollin Boynton, H. R. Boynton Co., Inc., 369 Pine St., Suite 216, San Francisco CA 94104; (415) 956-3126.

Florida: A. John Buckle, Boulevard Publishing Inc., 4201 N.E. 22nd Ave., Ft. Lauderdale, FL 33308; (305) 564-6446.

Minnesota: Joe Gibbons, Marketing Unlimited Advertising, 10800

Way Street NW, Coon Rapids, MN 55433; (612) 422-9780.

Texas: Marc Bryant, Marc Bryant Associates, 10440 E. Northwest

Trwy, Suite 301, P.O. Box 38439, Dallas, TX 75238; (214) 349-2756.

Canada: Garrett W. Brownrigg, Art Ridge Mgmt., Inc., 161

Perrin Ave., Ottawa, Ontario, Canada K1P 6J3; (613) 235-1373.

Korea: John Nam Song, KIAS LTD., C.P.O. Box 9109, Seoul, Korea; Tel. 779-1538/9; Telex KIASAD K25309.

Thailand: Chover Narula, Metro Mark Ltd., Suite 22 Silom

Condominium, 52 Soi Saladeng 2, Convent Road, Bangkok 10500;

Tel. 236-5329, 235-5892/3; Telex 04620 MAGMAR TH



In a sense, each issue of the magazine is the reader's passport for travel to all corners of the Rotary world. Every month in our *This Rotary World* section and elsewhere we highlight the individual, club, and district activities of Rotarians from Australia to Zimbabwe. We also strive to make our general interest articles—many of them about travel—appealing and useful to readers in all countries.

If you find the international travel focus of this issue sharper than usual, you're right on the mark. We've decided to take a section of each October's magazine and fill it with articles related to travel in all its aspects.

This month we spotlight the growing popularity of cruising as a vacation pursuit. Readership surveys indicate that Rotarians are inveterate travelers, so we hope there's something within this section (pages 21-41) that sparks your wanderlust or gives you a few helpful tips before you plan your next leisure expedition.

How popular is cruising? So far, less than five percent of people in North America have taken cruises, but the cruise industry is betting on plenty of future travel. In 1986, 2.7 million passengers took to the sea. This year, reports Cruise Lines International Association, which represents 29 cruise lines with 90 ships, more than three million North Americans will take cruises.

We asked artist Holly Vanselow of Chicago to come up with a cover that says "cruise." She responded with a bold graphic design that harks back to the days when A. M. Cassandre's art deco posters captured the lure of long, leisurely ocean journeys.

Art has changed since then, of course, and so has cruising. Fun-in-

the-sun vacations still retain the glamor and excitement of the old days, but now they're accessible to just about everyone—not just folks with ample time and money. Today's cruises are shorter, to accommodate those people who can't spare more than a week at a time away from the office. They're cheaper too, with package plans to suit almost every budget. Read all about it in *Let's Cruise!*, beginning on page 21.

Dejà vu. Careful readers (or those with excellent memories) might recognize the bylines of Irene and Franklin McMahon (pages 22-27) from our November 1982 issue. Irene wrote that month's cover story on cruising in the Caribbean, and her husband Franklin—known to one and all as "Mac"—painted the cover and provided a number of drawings to illustrate the article.

Mac is a veteran contributor to THE ROTARIAN. His first sale to us was a drawing for a debate-of-the-month feature in 1946.

We're growing. Last year marked yet another outstanding period of growth for Rotary International. The 818 new club total for 1986-87 ranked third to the all-time record of 968 set in 1984-85 and the second highest of 824 in 1985-86. As of 30 June 1987 membership stood at 1,038,900 in 23,085 clubs in 161 countries and geographic regions. A milestone in Rotary history was reached on 19 June 1987, when the Rotary Club of Riverside East, California, U.S.A., was admitted as the 23,000th Rotary club.

Governors from Zone 5 in the SACAMA region will have their zone institute (6-11 December) aboard the world's tenth largest ship, the S.S. *Galileo*. The cruising institutes will come from Mexico, Central America, the Antilles, Venezuela, Colombia, and other Latin American countries. Governors from the U.S.A. are also invited to the international Rotary event. R.I. President Charles C. Keller will be a special guest at the institute.

For details about the cruise, see page 66 in the *Emporium* section.

[continued on page 8]

EVERYONE EVERYWHERE PLAYS TENNIS

USTA/NJTL tennis.

The kids in your community can too. Join us!
Start a USTA National Junior Tennis League
program. You will be part of a terrific
group of people who care

- ...about kids
- ...about tennis
- ...about their communities.

NATIONAL • RECREATIONAL • TEAM TENNIS • FOR KIDS • FUN!!!



☐ Yes, I want to make a total tennis experience
available to more kids in the most cost efficient way.
Send me the FREE literature which describes the
USTA/NJTL program.

Name _____
Organization _____
Phone _____
Address _____
City _____
State _____ Zip _____



National Junior Tennis League • 729 Alexander Road, Princeton, NJ 08540
Phone: (609) 452-2580 or (800) 223-0456

The Pearl Grandfather Clock For ROTARIANS

The authentic rotating moon dial recaptures the charm of the 29½ day moon phase calendar used by Colonial farmers. Complementing the finely detailed rotating moon disc is a gleaming brass-toned dial with raised brass numerals, polished gold-tone corner spandrels, and dramatic black serpentine hands.

At the heart of the Pearl Grandfather Clock for Rotarians is one of the world's most advanced movements — the revolutionary key-wound, cable-driven, eight-day, self-adjusting beat movement designed by the famed clockmakers of the Black Forest of West Germany. Found only in the finest timepieces, the Hermle movement automatically adjusts to uneven floor surfaces and variations in rug textures to ensure precise timekeeping wherever the clock is placed.

Decorative side panel grills provide easy access to the clock's movement and a remarkable "sound system" to accentuate the melodic beauty of the historic chimes. The chimes sound on the quarter hour and strike the appropriate hour.



The impressive 79" high, 22½" wide, 12½" deep solid oak cabinet will undergo more than 600 separate assembly steps and a complex 14-step hand-waxing and polishing process to achieve its final lustrous finish.

A joy to behold and a joy to hear, the clock has three separate chime systems. Simply by moving a lever, you can choose the full symphony of the famous Handel-inspired Westminster chimes, the tumbling Whittington bells of London, or the lilting St. Michael's bells. You can change the chimes to suit your mood and even turn them off at night, or whenever you wish.

The elegant beveled glass door, secured by a decorative lock and key mechanism, and glass side panels reveal a fascinating view of the three gleaming brass-encased weights and the brass lyre pendulum delicately etched with the Rotary International Emblem (optional plain pendulum also available).

ANNOUNCING THE PERFECT GIFT FOR CHRISTMAS

The Pearl Grandfather Clock for Rotarians

Discover the elegance, charm and pleasures of the Pearl Grandfather Clock for Rotarians in your home or office for 15 days with no obligation to purchase. A convenient monthly payment plan is available to you with no down payment and no finance charge.

Imposing, impressive and incredibly beautiful, the Pearl Grandfather Clock for Rotarians is a meticulously crafted piece of fine furniture with an advanced clock movement that will mark the passage of time precisely and melodically. Its exquisite long-case cabinet will be crafted by the skilled artisans of the Pearl Grandfather Clock Company, renowned makers of clocks, dedicated to the traditions of early American workmanship.

The clock's cabinet will be made of selected oak hardwoods with overlays of Carpathian elm burl and will be resplendent with graceful design elements including a predominant bonnet with a triple-arch motif, classically-styled fluted oak columns, high-lighted with brassy-toned acanthus leaf capitals and pedestal bases. The cabinet is dramatically enhanced by luxurious



brass accoutrements, beveled glass door, three gleaming brass-encased weights, and the clock's focal point — a brass lyre pendulum delicately etched with the Rotary International Emblem (optional plain pendulum available).

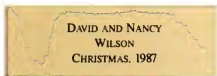


The imported clock movement — with three distinct chime sets — is one of the most advanced in the world. Normally found in very expensive timepieces, it is the West German Hermle self-adjusting, eight-day, cable-driven movement which automatically compensates for uneven floor surfaces and variations in rugs and carpets.

Place the clock in a foyer or hallway — anywhere you wish to add stately elegance. In a living room, dining room, library, bedroom or executive suite, the clock will endure as a treasured masterpiece, providing the same continuing pleasure and pride inherent in a fine painting or sculpture.

The Pearl Grandfather Clock for Rotarians is fully tuned. When it arrives via motor freight delivery and you have unpacked the clock, simply hang the weights and select the chime you wish to hear. Each clock is backed by a full one-year warranty and Pearl's nationwide service organization. If you have any questions about the clock, Pearl Grandfather Clocks stands ready to assist you. Such pride in craftsmanship and detail assures that your clock will provide dependable timekeeping for generations to come.

When you acquire your clock, you will receive a solid brass registration plate. The registration plate will be shipped under separate cover and will be diamond-etched with your desired personalized inscription.



Personal Reservation Form

THE PEARL GRANDFATHER CLOCK FOR ROTARIANS

Please accept my order for _____ (QUANTITY) Pearl Grandfather Clock(s) for Rotarians. I understand that I will be sent to me for a 15 day risk-free examination period. My initial payment will not be due until after this trial period. I may return my clock(s) within 15 days of receipt without obligation for the cost of the clock or the freight.

I wish the pendulum on my clock(s) to be:

- ☐ Plain, no etching desired (HRTY - PCG87).
☐ Etched with the Rotary International Emblem (HRTY - PCG87).

I wish to pay for each clock as follows:

- ☐ By taking advantage of Pearl Grandfather Clock's convenient monthly installment plan of 20 payments of \$45 per month for the plain pendulum clock, or 21 monthly payments of \$45 per month for the etched pendulum clock.
☐ By enclosing my check as full payment (\$900 for plain pendulum clock, \$945 for etched pendulum clock), plus \$78 for shipping and handling, payable to "Pearl Grandfather Clocks." (Tennessee residents only, add your appropriate sales tax).
☐ By charging the full payment (\$900 for plain pendulum clock, \$945 for etched pendulum clock, plus \$78 for shipping and handling) to my credit card indicated below:

<input type="checkbox"/>	<input type="checkbox"/>
Full Account Number: <input type="text"/>	Mo. <input type="text"/> Year <input type="text"/>
	Expiration: <input type="text"/>

SIGNATURE _____

*The shipping and handling charge of \$78 per clock will be added to the first payment of the monthly payment plan. Appropriate sales tax will be added to monthly installments of Tennessee residents only. All orders are subject to credit approval. There is no finance charge and no down payment on the monthly payment plan. The total amount of payments (total sales price) under the monthly plan is equal to the single payment price. If purchaser fails to pay any portion of the total payments due, the entire balance shall, at Pearl's election, become immediately due.

MAIL ORDERS TO:

WAYNECO ENTERPRISES
 Post Office Box 511
 Wayne, Pennsylvania 19078

PLEASE PRINT PURCHASER'S NAME CLEARLY. IF "SHIP TO" ADDRESS IS DIFFERENT, PLEASE ATTACH SHIPPING ADDRESS TO ORDER FORM.

NAME _____
 STREET ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____

DAYTIME PHONE NUMBER TO ARRANGE DELIVERY:
 AREA CODE (____) _____

SIGNATURE _____

IF YOU ARE TAKING ADVANTAGE OF THE MONTHLY INSTALLMENT PLAN, PLEASE PROVIDE THE FOLLOWING INFORMATION:

SOCIAL SECURITY NUMBER _____
 FORMER ADDRESS (IF YOU HAVE LIVED AT YOUR CURRENT ADDRESS LESS THAN THREE YEARS) _____

PLEASE PROVIDE YOUR DESIRED PERSONALIZED INSCRIPTION TO APPEAR ON THE SOLID BRASS REGISTRATION PLATE (NOTE THAT INSCRIPTION MUST BE LIMITED TO NO MORE THAN THREE LINES, 20 TOTAL CHARACTERS AND SPACES PER LINE. PLEASE PRINT CLEARLY. INSCRIPTION TO READ: _____

FOR FASTER SERVICE, (INSTALLMENT PLAN RESERVATIONS MAY BE PLACED DAILY (INCLUDING WEEKENDS) FROM 9 A.M. TO 9 P.M. (EASTERN TIME) BY TELEPHONING TOLL FREE 1-800-523-0124; PENNSYLVANIA RESIDENTS ONLY SHOULD CALL 1-800-367-5248. ALL CALLERS SHOULD REQUEST TO SPEAK WITH OPERATOR NUMBER 1408K.

The earliest reservations will be guaranteed Christmas delivery. Please allow ten weeks for shipment of later orders.

Circle 30 on Reader Service Card

[continued from page 4]



LILLIE SUBURBAN NEWSPAPERS

Anchors aweigh—Joe and Marian Dean sailed away in August for a two-year around-the-world trip in their boat, *Silent Quest*. Joe, a member of the Rotary Club of North St. Paul-Mapplewood, Minnesota, U.S.A., is an engineer; Marian is a therapist for disabled adults. On travels to Third World nations, they will volunteer their services to Rotary club projects.

Cruising conference: The good ship *Azure Seas* will be informally rechristened "The S.S. Rotary" on 8-11 April 1988. During those four days, the cruise ship will be the site of the District 533 (California, U.S.A.) Conference.

The conference-on-the-waves, masterminded by District Governor A. Sydney Handy, Jr., will lift anchor in Los Angeles, and stop at San Diego before heading to Ensenada, Mexico. The conference program will include an onshore fellowship event with Ensenada Rotarians.

This year marks the 75th anniversary of the once U.S. national and now international association of Better Business Bureaus. An article beginning on page 16 of this issue salutes the bureaus on their three-quarters of a century of service to business and its customers and describes the BBBs' useful functions. By happy coincidence, a letter just received from R.I. District Governor Barrie Davis (District 771) of Zeb-

ulon, North Carolina, U.S.A., tells of his volunteer work with the BBB of Eastern North Carolina as director, vice chairman, and unpaid arbitrator. Barrie finds his work so rewarding that he urges other Rotarians to try it.

"The use of courts to solve people's problems incurs heavy cost," says Barrie, "and, too often, produces more aggravation than satisfactory solutions. A growing number of businesses have agreed that their disputes with customers be settled by a BBB arbitrator. Customer disagreements with major automobile manufacturers, for example, can often be resolved through simple, quick, cost-free decisions. Consumers have learned that finally they have a sensible, inexpensive, and fair method for resolving disputes. But more volunteer arbitrators are needed: the popularity of the program threatens to overwhelm us.

"No one is better qualified to serve as an arbitrator than a Rotarian," Barrie points out. "The 4-Way Test is perfect for determining an equitable decision."

A worthy idea for this Rotary Vocational Service Month.

R.I. Past Director James A. Speer has told us a heartwarming story which pointedly illustrates the spirit of Rotary. Jim writes:

"One of my former college professors, knowing I am deeply involved in Rotary, wrote to share gratitude for a Rotarian neither of us knows. While the professor and his family were on vacation in Oregon, U.S.A., the professor's 15-year-old niece, Julie, was struck by a car. An ambulance took her 64 kilometres (40 miles) to a hospital where surgery was performed and a steel rod implanted in her broken leg.

"The local newspaper told the story of her accident and her six-week hospital ordeal, and Rotarian W. T. Dawson, of Roseburg, Oregon, read it. Rotarian Dawson immediately went to visit Julie, and took her some roses from his garden. He explained that he was a Rotarian and that 'this is what Rotary is all about.'

"When he realized how badly Julie was hurt and how upset her family was, he visited her almost every day and brought other visitors as well. He entertained the family in

his home and took them to Rotary meetings. He told the high-school Sunday school group in his church and they too visited Julie, bringing her cheer and further discovering the meaning of service and thoughtfulness in their own lives.

"I don't know W. T. Dawson personally, but he has made me even prouder to be a Rotarian."

Metric madness: Our friends on the editorial staff of *National Geographic*, one of the world's other great magazines, tell us that their use of metric measurements has been harmful to their circulation. So far, they say, 109 subscribers have cancelled their subscriptions to protest the magazine's use of metric measurements.

THE ROTARIAN first started using metric equivalents to standard English measurements several years ago. Since we are an international magazine, we reasoned, why not use the world's most widespread measurement system? We received a few not-so-complimentary letters—and more than a few corrections when our arithmetic was off—but things have been all quiet on the metric front for many months now.

Thanks, readers, for your measured response.

Will White

—WILL WHITE, FOR THE EDITORS



The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society;

THIRD. The application of the ideal of service by every Rotarian to his personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

YOUR LETTERS

Nuclear arms race: dangerous failure

Convention speaker Ted Turner [August] is right: the arms race fails *The 4-Way Test*. The nuclear arms race is also *obsolete*. Each superpower can immediately, safely, in its own best interest, reduce its strategic nuclear forces to a few hundred second-strike weapons. A first strike with enough bombs to prevent a responding second strike would bring famine and national suicide for the aggressor—not an acceptable condition of victory.

Deterrence based on small second-strike forces (like those of France and Great Britain) will be effective, economic, safe, and stable.

Rotarians should lead the way in reducing the risk of nuclear holocaust.

—RICHARD C. RAYMOND, *Rotarian*
Santa Barbara North, California,
U.S.A.

Video plusses

We would like to remind your readers of another use for video [see page 36, July] in Rotary—"Occupational Information." Our club's Occupational Information Committee has recorded over 75 five-minute interviews with Rotarians or other business leaders, which were distributed to the high-school guidance counselors of Randolph County. These are not only of help to the students but provide a unique history of our club membership.

Four Rotarians attended a videotaping session twice a month. The equipment included a quiet room or office, a video camera with recorder, tripod, and two floodlights or bright bulb lamps. We gave each Rotarian a list of questions prepared by the guidance counselors which encouraged him to talk about educational requirements, attitudes, and personal characteristics of his particular occupation. Each presentation lasted

between five and 10 minutes, and we prepared an index according to occupation after the project was completed.

We urge other clubs to consider similar projects.

—WILLIAM M. HENDRICKS
Rotarian, Dermatologist
ROBERT P. BUNKER, *Rotarian*
Apparel fabric manufacturer
Asheboro, North Carolina, U.S.A.

More on laser surgery referrals

As Paul Martin noted in *The Light of Life* [July], the medical use of lasers was pioneered by ophthalmologists. His recommendation on how to find a "competent laser surgeon" is misleading, however, since most ophthalmologists routinely perform competent laser surgery. We have not found it necessary to join a separate society for laser surgery in order to obtain patient referrals, since this component of our surgical care is adequately covered by our own American Academy of Ophthalmology.

If one of your readers wishes a referral to a competent laser surgeon, he should contact the American Academy of Ophthalmology, 655 Beach Street, P.O. Box 7424, San Francisco, California 94120-7424, U.S.A., or telephone (415) 561-8500.

—DONALD J. MIRATE, *Rotarian*
Ophthalmologist
Valdosta, Georgia, U.S.A.

Rotary's good vaccine deal

Rotary is indeed accomplishing a wonderful humanitarian deed in immunizing over 240 million children against six diseases. Also we got a good "deal" on the cost of the vaccine. It costs only U.S. \$5.00 to fully immunize a child in a developing country and "less than one fifth is the cost of the vaccine itself" [*Polio-Plus—Racing the Clock Against Disease*, April]. This means that one dollar is the actual vaccine cost. In the U.S., the cost of the vaccine to immunize against diphtheria, pertussis (whooping cough), tetanus, [\[continued on page 13\]](#)



Welcome To Our Wonderful Private World In Exclusive Harbor Beach

You'll feel like you're on a tropical island . . . a lake for boating at your front door . . . the Atlantic Ocean at your back. 450' private beach. 2 pools. 4 tennis courts. Golf privileges at private clubs. Dining room & patio dining. Cocktail lounge. Entertainment. Dancing. Specialty shops.

Conveniently located 10 minutes from International Airport by our private limousine. Close to all major Ft. Lauderdale attractions. Guest rooms. Efficiencies and Suites. For reservations or information call (305) 523-6511.

Lago Mar

A Resort Club

Fort Lauderdale, Florida



SPECIAL DISCOUNTS FOR ROTARIANS ON SITMAR CRUISES

→ FAIRSKY

→ FAIRWIND

→ FAIRSEA

REGISTRY: LIBERIA

CRUISES TO THE CARIBBEAN, ALASKA,
CANADA/NEW ENGLAND, PANAMA CANAL,
MEXICAN RIVIERA AND SOUTH PACIFIC

SAVE UP TO \$1,400 PER ROOM!

100 DEPARTURES THROUGHOUT 1987 AND
1988 FOR INFORMATION OR
RESERVATIONS, CALL TOLL-FREE (800)
547-4790 OR (203) 233-2648.

FOR A FULL LISTING OF SITMAR
CRUISES AT SPECIAL DISCOUNTS FOR
ROTARIANS, SEND THE COUPON TO:

WHITE TRAVEL SERVICE, INC.
342 NORTH MAIN STREET
WEST HARTFORD, CT 06117

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE () _____

SIT/R1087

EXECUTIVE LIFESTYLE

The superman syndrome

BY KAREN JUDSON

Marjorie Shaevitz made the Superwoman Syndrome a media catchphrase in 1984 with the publication of her book by the same name. The book described the physical and psychological difficulties experienced by women in dual-career families who felt pressured to do "everything"—have a career, mother the children, nurture the spouse—and do it perfectly.

Television ads personified this Superwoman, who bragged that she could "bring home the bacon, fry it up in a pan," spend time with the kids and "never, never" let her husband "forget he's a man." Magazine articles proclaimed, "Women can have it all." But as stresses mounted and stamina waned, working women around the globe began to insist upon "more help at home."

As husbands took on more of the child care and housework, however, they, too, began to experience the stress of "having it all"—career, marriage, and children—known as the "Superman Syndrome." So says Dr. Lucia Gilbert, professor of educational psychology and a counselor at the University of Texas in Austin.

"Men are creating their own view of what they should be doing as fathers, spouses, and bread winners," explains Gilbert, who has studied men in dual-career families. "And they, too, are trying to do everything, therefore experiencing some of the same stresses and frustrations that women do who try to do it all."

Being tired all the time while having trouble sleeping, feeling sullen, sulky, or silent and preoccupied, tuning into television more often, irritability and edginess—all point to a man under stress, according to psychologists. Men in dual-career

families are increasingly at risk of suffering the physical and psychological effects of stress, depending on their relationships with their career-wives.

Gilbert, author of "Men in Dual-Career Families: Current Realities and Future Prospects" (Lucia Gilbert/L. Erlbaum Ass'n, \$22.50), defines three types of dual-career relationships:

- Traditional, in which the woman has her career, plus most of the responsibility for the home and children; and the man devotes most of his time and energy to pursuing his career.
- Transitional, in which the man is more involved as a parent and plays with the children, but still regards cleaning the bathroom and most household chores as "woman's work."
- Role-sharing families, where husbands and wives are both active in their careers and parenting and maintaining the home.

Any one of these three relationships can work, if both spouses are satisfied with the arrangement. According to Gilbert, problems and stresses arise when "the woman wants the man to be different and he refuses. Or, when the husband feels threatened by the wife's career or believes her demands are unfair, because sharing household responsibilities doesn't fit his concept of a man or of marriage."

Husbands who share roles with their wives may worry about how male colleagues see them. Some feel they have been denied raises because of wives' salaries, or that others view them as not being career-oriented. On the contrary, Gilbert found that male colleagues often envy such men their strong relationships with their wives and children.

The ideal way for men and women to prevent problems from developing is to decide before marriage which type of relationship they want. But married couples can also make these accommodations to keep both spouses happy and healthy:

- "Before you have a child, even before marriage, thoroughly discuss your attitudes and expectations about how children should be raised," Gilbert advises the couples she counsels. Otherwise, when the children come, there can be in-

credible conflict. Men, she says, should "talk with your wife or potential wife about parenting roles so you don't get divorced after the children come because she took it for granted she would go back to work, and you took it for granted she would stay home with the children (or vice-versa)."

- If possible, space children three or four years apart in age. The most stressful time in a family is when the children are very young, because of the constant care and attention they require. Spacing children gives both parents "breathing room" as children mature.

- If both parents plan to continue careers throughout their married lives, they should consider having only one or two children, Gilbert suggests. "In the past you couldn't have only one child because everyone thought the child would be maladjusted and lonely."

In fact, there is evidence that children with several siblings may develop more slowly intellectually and emotionally, because they tend to be influenced by their siblings rather than by their parents. "Children in small families interact more with their parents, so they are more verbal," Gilbert adds.

● Since more than 60 percent of American mothers with children under five work full-time, Gilbert believes it is essential for parents to invest time and effort searching for a high-quality preschool that provides quality care. In addition, parents

(pp. 62-63)



in dual-career families should be "social activists" in encouraging their employers and communities to provide high-quality day care for preschoolers. "Employers should be more flexible about working hours and paternity and maternity leaves," says Gilbert, "rather than always making the family accommodate to a rigid work schedule."

The integration of family and jobs is a source of stress for both spouses in dual-career households. But the advice offered to "Superwomen" applies to both sexes: Organize, take care of your health, learn to say "no" to activities you don't want or need to do, plan for time to be alone with your mate, and seek help from your spouse (and paid domestic help, when possible) for child care and housework.

Husbands and wives who share roles, talk about parenting styles before marrying or having children, and adjust their expectations can eliminate the need for either spouse to be a "Superperson."

● *Free-lance writer Karen Judson lives in Fort Dodge, Iowa, U.S.A.*

On Sun Line's Luxury Cruises in the Exotic Zone, we'll ruin your vacation.



The magnificent ruins of Copan, Tikal, Tulum and Chichen Itza. The Valdes Peninsula's marine wildlife with Jean-Michel Cousteau. The great cities of South America. Carnival in Rio. 1000 miles upriver on the Amazon with Loren McIntyre—the explorer who discovered its source—who will share its mystery with you. Travel there this winter aboard Sun Line's Stella Solaris—the ship fabulously rated 5 stars by Fielding's! See your travel agent.

Sun Line Cruises, One Rockefeller Plaza, NY, NY 10020.
212/397-6400. 800/468-6400

Please send me information on the following cruises

☐ Mayan Discovery ☐ Primavera ☐ Carnival in Rio

☐ Amazon River ☐ Great Cities of South America **RO/10**

NAME _____ ADDRESS _____
CITY _____ STATE _____ ZIP _____
TELEPHONE _____

A luxury ship registered in Greece

Stella Solaris
SUN LINE CRUISES



MANAGER'S MEMO

Handling emotions on the job

BY RICHARD NEHRBASS

If you want to succeed on the job, you're better off leaving your emotions at home. Despite evidence that bottling up feelings can lead to an array of stress-related problems, most corporations still frown on managers and employees who lose their tempers.

As nations have their individual cultures, so do companies. You need to fit into that culture. The prevailing culture in U.S. business is certainly one where we pretend emotions don't exist. We try really hard not to lose our tempers.

If you dislike another employee, the accepted practice is to sublimate the feeling and pretend it's not there. Most companies also still regard talking about your feelings as "unadult."

Organizations are set up as though their employees are as rational as the organization chart. But in real life, people are not that rational. Managers have likes and dislikes. There are people we want to promote and others we don't.

Some companies, particularly banks and insurance corporations, have a tradition of being unemotional, with a code of genteel behavior. But petty jealousies and infighting exist virtually everywhere. The academic view, the prevailing view, is that if you don't deal with a problem, it's going to remain. You can gloss it over and pretend it doesn't exist. But then you will find it difficult to deal with the person causing it. It makes much more sense to get it out in the open and discuss it.

On the other hand, in real life you must fit into the culture of the organization. If you stand out too much from the prevailing value sys-

tem, you may be comfortable with yourself, but you're going to have a hard time with the powers that be. We tend to promote people who are like ourselves. You learn to become a manager by watching *your* manager. If you start doing things differently, you may be doing what's right, but it's not necessarily what's right from an occupational standpoint.

The key is to change the value structure of the organization. This must be done before the people can change. This is happening in some organizations. Their cultures are evolving toward acceptance of the need to deal with emotions.

There is a middle ground in dealing with emotional problems without jeopardizing your position in a company. It is appropriate to talk with the person causing an irritation, whether it's your boss, your peer, or your subordinate. But how you broach the subject may make the difference between the other individual's changing his behaviour or his rejection of what you have to say. You must make it clear that it is not the person you dislike, but his behavior that makes you uncomfortable.

If every time you conduct a meeting you pound the table in anger, it will make people uncomfortable, but they may not show it. So you keep on doing it and everyone becomes angry. It's better if they let you know they find your behavior counter-productive.

Emotionally charged situations often develop when someone has personal problems. The typical manager may feel uncomfortable showing concern for a troubled employee. Most managers are disinclined to

become involved in personal affairs, unless they are causing work problems. Sometimes discussing them makes matters worse unless you have specific advice to give. If you don't, it may be better to refer them to professional help.

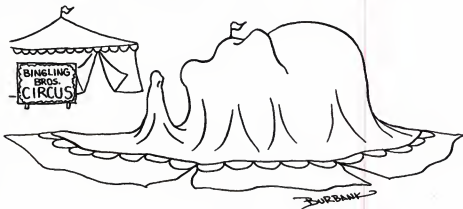
Research shows that the greatest skill anyone can have is empathy. It can't be taught; a lot of people are not empathetic. Trying to appear so when you're really not may backfire; it may make it seem you're not paying attention to what the other person is saying.

Emotions also play a role in job performance reviews. At most workplaces, managers feel uncomfortable giving positive feedback, for a variety of reasons. The biggest is that no one has ever told them positive things about how *they* are doing on the job. Most workers never get positive feedback. Some bosses say, "If you're still here, you're doing a good job." But it's a good thing to tell your subordinates they're doing well. One difference between school and the workplace is that students' performances are constantly evaluated; they always know where they stand.

I suspect good workers feel uncomfortable about lack of feedback; they want it so they can improve. Poor workers don't care.

The simplest thing a manager can do—and it doesn't cost a penny—is to tell people they're doing a good job. It's a mystery to me why we treat subordinates in ways we wouldn't want to be treated by our own bosses.

● Dr. Nehrbass is a professor of management at California State University, Dominguez Hills, Carson, California, U.S.A.



"Gesundheit."

[continued from page 9]

polio, measles, mumps, and rubella is approximately \$75.

My hat is off to the vaccine manufacturers who are obviously giving the vaccine away for this cause. In the U.S., these companies are forced to put millions of dollars aside to cover lawsuits in case of unfortunate reactions because they are unable to obtain liability insurance, and the cost of the vaccine to U.S. doctors has soared to unprecedented heights.

—HARRY D. COX, *Rotarian*
Physician
Portsmouth, Virginia, U.S.A.

Watch those words

As incoming attendance committee chairman for my Rotary club, I will find *Isn't Rotary Worth Your Time?*, James Starr's *Opinion* [May] useful.

In the item, *Rotarian* Starr twice uses the word "gentlemen" in referring to Rotarians. We must all be aware that Rotary, including our own Berkeley club, now has female members.

—P. SCHUYLER BAILEY, *Rotarian*
Bank vice-president and manager
Berkeley, California, U.S.A.

Cheers for THE ROTARIAN READER

As a fellow editor, I realize what a chore it must have been to select articles from the magazine's 75-year history for *THE ROTARIAN READER* (No. 310-EN).

I have read the book in its entirety—not at one sitting—and found it a fascinating collection of writings providing an insight into the thoughts of a wide variety of people over the years. The book is a true reflection of Rotary itself—just as diversified as our membership, presenting views of leaders in many professions and vocations.

I recommend this book as good reading for all Rotarians as well as readers in general.

—WILLARD POTTER, *Rotarian*
Newspaper editor
Rushville, Illinois, U.S.A.

Don't call him Andy

For many years we Rotarians have called our wives "Rotary Annes." Now that we are to have female Rotarians, will their husbands be "Rotary Andys?" Ugh!

—RICHARD SCHACHNE, JR.
Rotarian
Department Store Executive
Chillicothe, Ohio, U.S.A.



SPECIAL DISCOUNTS FOR ROTARIANS

ON

ROYAL CARIBBEAN CRUISE LINE

Cruises to Bermuda and the Caribbean

→ SOVEREIGN OF THE SEAS

→ SONG OF AMERICA

→ SONG OF NORWAY

→ NORDIC PRINCE

→ SUN VIKING

SHIPS OF NORWEGIAN REGISTRY

DISCOUNTS UP TO 25%

RATES AS LOW AS \$999 INCLUDING AIRFARE!

56 DEPARTURES THROUGHOUT 1987 and 1988.
FOR INFORMATION OR RESERVATIONS, CALL
TOLL-FREE (800) 547-4790 or (203) 233-2648.

FOR A FULL LISTING OF R.C.C.I.
CRUISES AT SPECIAL DISCOUNTS
FOR ROTARIANS, SEND COUPON TO:

WHITE TRAVEL SERVICE, INC.
342 NORTH MAIN STREET
WEST HARTFORD, CT 06117

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE () _____

RC/R1087

Rotarians save
up to 15% on
**Regency's
Caribbean-**
2 great itineraries
for people
who know cruising.

**The Regent Sea's 7-day
Yucatan/Caribbean cruise**

Nov. 22, 1987 - Apr. 24, 1988.

Sailing from Tampa, you visit Playa Del Carmen, Cozumel, Montego Bay and Grand Cayman. Experience the beauty of the Caribbean and the history of Mayan ruins from \$985 - \$2315 per person, double occupancy. Free air from 71 cities.



**The Regent Star's 7-day
Panama Canal/South America/
Caribbean cruise**

Sail from Montego Bay to Puerto Moin, Cartagena, Aruba and into the Panama Canal. Cruise this exclusive voyage from \$985 - \$2115 per person, double occupancy. Free air from 12 cities with low add-ons from 58 others.

Whichever Regency ship you choose, enjoy gracious European service and fine continental cuisine. Registries: Regent Star - Bahamas; Regent Sea - Panama

For more information or reservations, call Cruise World 1-800-328-8322 ext. 150 or write 4211 Excelsior Blvd. Minneapolis, MN 55416 for departure dates when Rotarians can save up to 15%.



great places. great ships. great company.

TRENDS

Ready when you are, CD

In 1982, U.S. manufacturers didn't ship a single compact disc (CD). That's because the shiny metallic spheres of digitized music didn't exist—except in the laboratories of the Sony and Philips electronics companies. But in 1983, 800,000 compact discs were shipped in the U.S. alone, exploding to 53 million in 1986. This staggering increase is vivid proof the compact disc is having a revolutionary effect on the recorded music industry.

Data compiled by the Recording Industry of America indicates the CD market share is now so large that vinyl record albums (LPs) might just be the wave of the past. In 1982, before the advent of the CD, 243.9 million albums were sold in U.S. record stores, slipping to 125.2 million in 1986. That's the lowest point in 14 years. (During that same time, sales of prerecorded cassettes, another musical upstart, soared from 182.3 million units to 344.5 million.)

The Electronic Industries Association says there are now 76 million turntables in the U.S., and four million CD players. This means that in 1986 consumers purchased only 1.64 records per turntable—but 13.25 CD's per player.

One irony of the CD boom is that record companies thought the initial market would be small, appealing mostly to audiophiles and classical music fans. But almost from the beginning, fans of pop and rock music embraced the new format. For example, Capital Records sold two million units of four Beatles CD's within a month of their release. Today, CD's account for 80 percent of sales for Polygram's Deutsche Grammophon label, and some companies (Motown is one) are considering abandoning the LP altogether.

One reason the record companies like the CD format is the high profit margin. The discs cost about U.S.

\$3.00 to manufacture, with royalty payments adding another \$1.00. Average retail price: about \$14.00.

DAT's right. Or is it?

Even as soaring sales of compact discs swell coffers of record companies, a new digital technology born in Japan threatens the status quo and is scaring the big manufacturers. They're afraid of digital audio tape (DAT), a cassette format that can play and record sound as fresh, sharp, and free of surface noise as the compact disc. Specifically, they fear that DAT will do to the CD what the CD did to the LP.

Sony, Hitachi, Philips, and other companies displayed prototype DAT recorders at the June Consumer Electronics Show in Chicago, Illinois, U.S.A. Naturally, music lovers are excited about this method of recording their favorite CD's without appreciable loss in quality. Recording companies are jittery about loss of CD sales due to home taping. If one person loans a compact disc to a friend for taping, their logic goes, the record company loses almost \$4.00 in profit. That means massive losses for the companies, they say, and for performers in royalties.

But will that really be the effect? Similar arguments were advanced upon the introduction of stereo albums, cassette tapes, and the compact disc itself, and all of those products pleased consumers and made the record companies wealthy.

Nevertheless, the recording industry is asking the U.S. Congress to force manufacturers of DAT recorders to include a silicon chip that will prevent taping of compact discs. CBS Records has announced it will soon modify its CD's to prevent their being recorded by the DAT. If these changes go into effect, the DAT's prime technology would be stymied and the machine would be little different from today's cassette recorder.

DAT recorders are already on the market in Japan, but manufacturers are awaiting the decision from Congress before they ship any machines to the U.S. Only U.S.-based Marantz has announced that it will build and market DAT's without the limiting chip, regardless of the Congressional debate. Marantz expects to have its first DAT's in stores by October. Cost? About \$1,900.

Wilbur and Orville: A Biography of the Wright Brothers, by Fred Howard (Alfred A. Knopf, \$24.95). Wilbur Wright and his younger brother, Orville, are so entwined in the popular consciousness that a good many people probably think the aviation pioneers were twins. Well, they're almost right. Although Wilbur, born in 1867, was four years



older than Orville, the two brothers were so alike in temperament, interests, and abilities that they were closer than most twins. Shortly before he died in 1912, Wilbur wrote: "My brother Orville

and myself lived together, played together, worked together, and in fact thought together."

Naturally, it was together that these inveterate tinkers changed the course of history. The Wrights' dogged pursuit of a heavier-than-air flying machine, as recounted by Fred Howard, is a classic illustration of the inventive process—and a glimpse into the inquisitive spirit of their age. (The Wrights made their first successful airplane flight in 1903, just two years before Einstein would publish his theory of relativity, and seven years after Henry Ford produced his first automobile.)

Howard is eminently qualified to be the brothers' biographer. He served in the U.S. Air Force in World War II, and later worked as an aeronautics librarian in the Library of Congress, where he edited the Wilbur and Orville Wright Papers. He's an excellent historian, taking pains to put the Wrights' work in the proper context. Howard gives the full story of what happened in aviation prior to Wilbur and Orville's work (the achievements of theorist Octave Chanute, for example) and all the brothers accomplished and endured after their famous flight at Kitty Hawk. Howard provides the details of Orville's long-running feud with the Smithsonian Institution and the brother's "patent wars" with aviation rival Glenn Curtiss and others.

Sadly, neither Wilbur nor Orville

BOOKREVIEW

possessed the charisma that makes for a zippy, thrill-a-minute biography. In fact, their lives were singularly devoid of flair or flamboyance—an uncharitable person might even call them dull. Howard has to make do with the excitement of invention itself, and the parade of detail and events that led the two bright bicycle repairmen to get their grand idea off the ground.

There's little doubt about the depth of Howard's research—his notes go on for 72 pages, as long as some books. But one fact seems to have escaped his notice. Nowhere in the text is it mentioned that Orville Wright was for many years a member of the Rotary Club of Dayton, Ohio. (In fact, Rotarian Wright gave his last press interview to this very magazine; we published it in April 1948.)

Despite that lapse, Howard's book is a topnotch effort, a thorough and realistic appraisal of the first aviators to really have the "Wright stuff."

Bantam Books has launched a new series of original paperback books to chronicle the Vietnam War.

The first four volumes in "The Illustrated History of Vietnam Series" were published in August. Subsequent volumes (two at a time) will be published every other month. Cost of each volume: \$6.95 (\$8.95 in Canada).

• **Marines**, by Brigadier General Edwin H. Simmons, the first volume in the series, details the role played by the first U.S. ground troops sent to Vietnam—and the last to leave.

• **Sky Soldiers**, by F. Clifton Berry, Jr., volume two, recreates the six-



year tour of the 173rd Airborne. This key front-line unit was the first U.S. ground combat force to launch offensive operations in a major parachute attack.

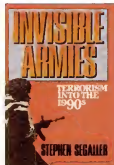
• **Armor**, by James R. Arnold, volume three, details the use of heavy equipment in the war, with special emphasis on the M-113 armored personnel carrier.

• **Volume four, Carrier Operations**, by Edward J. Marolda, considers the crucial role of the U.S. Seventh Fleet, and the aircraft carriers from which U.S. planes launched their heaviest bombing campaign in history.

On the October schedule: **Khe San and Tunnel Warfare**.

Invisible Armies: Terrorism into the 1990s, by Stephen Segaller (Harcourt Brace Jovanovich, \$17.95). Hannah Arendt's phrase, "the banality of evil," comes often to mind in these days of bombings, hijackings, kidnappings, and other forms of terrorism.

Banal it may be, but terrorism is immensely hard to understand. Its bloody actions stun and perplex reasonable minds everywhere. In this thoughtful book, Stephen Segaller maintains that terrorism is basically a political problem, that terrorist events are designed to achieve political ends, and that they must be handled politically by the targeted government. Citing the success of the Italian government in dealing with the Red Brigades, Segaller advocates a pragmatic rather than a dogmatic approach to terrorism. "Terrorist violence has been present in the world for long enough—and growing year by year—to convince anyone that it cannot be 'defeated,'" he writes. At best, it can be contained and limited, more by negotiation than retaliation. Governments that proclaim they will never recognize or deal with terrorists, TV journalist Segaller says, eventually do—usually at high costs to the governments.



—CHARLES W. PRATT

Celebrating 75 years of service
to business and the consumer

The busy Better

PROTECTION



As the office opens, the telephone switchboard is already buzzing and Better Business Bureau service representatives are hard pressed to keep up with the avalanche of questions and complaints.

A caller describes her experience with an employment agency which sent her to apply for a job, which she accepted. Soon after, the company informed her that she was not suitable for the position. The agency has just informed her that she owes them a fee.

A man has listened to an enticing pitch to buy a vacation timeshare in an exotic resort. He wants to know if it will be his dream retreat or an expensive nightmare.

A businesswoman has questions about numerous charities which have solicited donations. She wants to contribute, but wonders how her money will be spent.

A man tells the sad story of his new car. He's taken it to the dealership several times for the same problem, and it still is not running properly.

These requests for help are typical of the more than 40,000 calls received daily by the Better Business Bureau system, which this year celebrates 75 years of service to the consuming public and the business community—service designed to promote high ethical standards of business and enhance public confidence in the marketplace.

As evidenced by the BBB's long history, the challenge

of consumerism and business's response to it is not new. Nor did it begin with the very active consumer movement of the 1960's and 70's.

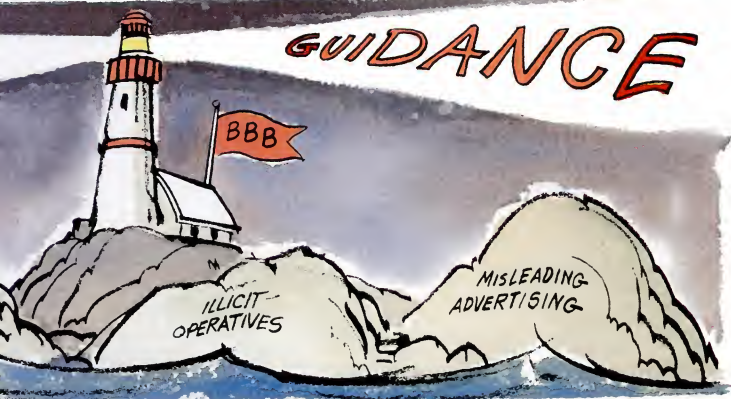
About 100 years ago, the seeds of industrial growth in the United States began to flourish. Homesteaders poured west for land claims; great railroads spanned the continent; open-hearth fires glowed in steel mills. It was the age of industrial titans. The chief concern of many Americans was to apply their energies to exploiting the continent, and each other.

These were days of unrestrained commerce, with a philosophy of *caveat emptor* (let the buyer beware). It was up to the customer to keep from being swindled.

Goods were advertised in a freewheeling, P.T. Barnum style, without code or standards. Con men advertised "Complete Sewing Machines for 25 Cents," and mailed 12 needles in cambric packages to innocents who rose to the bait. "Bona fide" offers of genuine, steel-engraved portraits of General Ulysses S. Grant for 25 cents turned out, on receipt, to be one-cent stamps. These frauds were minor compared to the concoctions of alcohol compounds and opium derivatives sold to a trusting public as cure-alls "for man or beast." Then there were the guileless investors in land or stock promotions who seldom received even so much as a needle or a one-penny stamp for their money.

Business Bureaus

by Dianne Skeltis Ward



Honest businessmen advertised cautiously, if at all—fearful lest the public lump them with promoters of patent medicines, oil stocks, gold mines, and speculative land deals.

At the turn of the 20th century, honest advertisers faced a dilemma similar to the one honest advertisers face today. How could they protect this important tool of their trade without destroying it? How could they make it clear to the public that the poor ethics of the few did not represent the policies and practices of the majority of advertisers?

The budding advertising industry faced a problem that would have taxed the statesmanship of far larger, better established industries. Its response was to create a self-policing force known as "vigilance committees."

The first vigilance committee established the philosophy of dual, but intertwined objectives—public education, and the curbing of abuses through voluntary self-regulation in the marketplace. Rapid expansion of these committee activities prompted a search for a more appropriate name—one for this self-regulatory effort effecting changes not only in advertising, but also in other business practices. Thus in 1912, the Better Business Bureau was born.

The BBB movement went international in 1928 with the founding of the first Canadian Bureau. The system

continued to expand in subsequent decades, with much growth occurring after World War II. Today there are 181 U.S. Bureaus and branches, 19 in Canada, and two in Israel.

The Better Business Bureau is a unique organization supported and funded by business. It provides the mechanism for self-regulation by business and helps protect and assist consumers. Because it is funded by business, its service to consumers is free. It aids honest, customer-oriented businessmen and women by helping to restrain or discourage illicit operators and misleading advertisers. Moreover, it assists responsible businesses to establish trade and advertising practices that enhance the marketplace.

The Council of Better Business Bureaus (CBBB) in Arlington, Virginia, U.S.A., is the BBB system headquarters. It coordinates the activities of member Bureaus, issues national advertising guidelines, administers an arbitration program, disseminates information about charitable solicitations, and maintains one of the nation's largest consumer information and education programs. The CBBB's National Advertising Division (NAD) in New York City monitors and investigates complaints against national advertising.

Since its creation in 1970, NAD has reviewed and resolved more than 2,000 complaints on a voluntary basis

without recourse to courts or government regulatory agencies. The NAD's Children's Advertising Review Unit provides advice to firms promoting products for children.

If NAD fails to resolve a controversy, an appeal can be made to the National Advertising Review Board, which operates with the guidance of the American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers, and the CBBB, which also provides operating funds. The Board is composed of advertisers, ad agency representatives, and public members.

Local bureaus are supported by local business firms. The Council is supported by national businesses as well as trade associations and service organizations, such as Rotary International. Rotarians have always been deeply involved in the Better Business Bureau movement—as sponsors of new bureaus, and as members and directors of local bureaus.

Philosophically, the role of the Better Business Bureau has changed very little. Functionally, it has changed to meet contemporary needs of the time: depressions, wars, inflation, and consumerism. The rising tide of consumer sophistication and expectation, proliferation of technology and products, mass communications, poverty gap, and newly emerged social awareness have influenced the BBB's growing spectrum of programs and activities.

Although many people think of the BBB as a source of help for consumer complaints, most calls are inquiries by consumers to check out companies before making purchases or investments. In 1986, U.S. Better Business Bureaus received more than nine million requests for service, seven million of which were for repurchase information.

Here's how it works:

A woman who owns valuable Oriental rugs asks for information on a rug-cleaning firm. She gets it almost instantly: "The firm was established in 1936; our files show a satisfactory customer-experience record."

A consumer wants advice on buying a swimming pool. A BBB pamphlet will probably provide all the answers.

A man inquires about a firm selling uniforms by mail. BBB's reply: "Our files show complaints about long delays in deliveries which the company has not adjusted."

Better Business Bureaus keep files on large numbers of individual business firms and organizations, both members and non-members. They can give such basic facts as how long a firm has been in business, whether or not customers have had problems, the nature of any complaints, and how the firm resolved them.

The local bureau can draw upon information compiled by the national BBB network. Information in company reports is recorded and dispensed impartially, serving the interests of responsible businesses and the general public. Better Business Bureaus neither endorse

nor recommend companies. Rather, they provide factual information to aid purchasers in reaching their own decisions.

Of the nine million calls received in 1986, over two million were consumer complaints. They ranged from nondelivery of mail-order products to poor workmanship on home-improvement projects to malfunctioning luxury automobiles—from complaints involving large sums of money to those low in dollar value, but high in principle.

The BBB presents the complaint to the company and works to reach a mutually satisfactory solution between parties. In more than 70 percent of cases, this informal mediation is successful. For the others, legally binding arbitration by an impartial community volunteer is available.

Complaints to Better Business Bureaus about automobiles numbered 202,000 in 1986. In a special program involving nearly 20 auto manufacturers, 174,000 cases were settled through informal BBB mediation, 28,000 of them in arbitration.

Today's bureaus continue traditional efforts to promote truth and accuracy in advertising. BBB experts check ads for unrealistically low prices, tricky phrases, phony illustrations, and deceptive offers. One ad offering a one-carat "perfect" diamond ring for U.S. \$500 sounded suspicious, so a BBB shopper purchased the ring. It was submitted to a diamond-testing organization for analysis. The imperfections were so obvious that the use of the word "perfect" was glaring. The advertiser was consulted and his assurance given that the claim "perfect" would not be made again.

Sometimes one business will complain about the practices of another. A home improvement contractor saw a competitor's advertisement offering to install 112 square metres (1,200 square feet) of aluminum siding for \$369. Knowing it could not be done at this price, he called the Better Business Bureau to protest that the ad was phony. BBB shoppings were conducted and the advertising discontinued.

Such trade complaints are helpful because they come from people who know their industries and can provide specific facts. Such complaints also benefit consumers.

Self-regulatory action and fair competition are encouraged in industries and businesses through trade practice programs and advertising guidelines, developed in cooperation with industry committees or trade associations.

The Council's guidelines are based on the bureaus' "Code of Advertising," which spells out basic standards for the guidance of advertisers, agencies, and media:

- Primary responsibility for truthful and non-deceptive advertising rests with the advertiser;
- Advertisements that are untrue, misleading, deceptive, fraudulent, falsely disparaging of competitors, or include insincere offers shall not be used; and

● An advertisement as a whole may be misleading although every sentence separately considered is literally true; misrepresentation may result not only from direct statements but omitted or obscured material facts.

Specific industry guidelines address issues identified by local bureaus and industry representatives. For example, the current edition of "Guides for the Advertising, Selling, and Leasing of Automobiles and Trucks" sets out guidelines for topics of concern to automobile advertisers: descriptions of "new," "used," and "demonstrator" vehicles; mileage statements; and fuel economy claims, among others.

Once guidelines are published, local bureaus seek the voluntary cooperation of industry to implement them. The Bureau is a neutral third party seeking facts.

As BBB statistics indicate, consumer complaints and frustrations continue to grow. Consumer expectations have risen to thresholds that did not exist a few years ago. Business must respond to consumer needs or the choice for voluntary action may be taken out of its hands.

When the specter of governmental intervention looms, self-regulation seems an attractive alternative in periods of deregulation. It may seem less compelling. The U.S. has experienced an extended period of federal deregulation, which may be ending. At both the federal and state levels there are movements to reregulate a number of industries. The success of self-regulation by business may have a direct impact on the need for additional governmental intervention.

First, the threat of regulation remains. If the history of the last 15 years teaches anything, it is that consumer issues, like environmental concerns, attract so broad a constituency that perceived abuses

will be the object of strong governmental remedies, no matter what the political climate. The cyclical nature of government regulation dictates that, inevitably, the pendulum will swing in the opposite direction and a period of increased regulation will ultimately evolve. Future legislative remedies will, predictably, go far beyond what well-drafted and targeted self-generated guidelines would have encompassed.

But the most important reason business should support self-regulation is that reasonable, voluntary guidelines directly benefit business. A clean marketplace—in which participants are not put at a competitive disadvantage by misleading and inaccurate advertising and selling practices—is good for business and customers.

We know the dilemma of the frustrated retailer under pressure to resort to questionable advertising practices in order to compete with a less conscientious rival. The advertiser is justifiably distressed by the prospect of trying to compete through similar tactics.

Aside from the issue of personal integrity, questionable advertising tactics can run afoul of local and state law-enforcement agencies. Some view the federal government as less active than in past years in challenging certain retail advertising practices. However, many state agencies have not hesitated to use their authority to combat deceptive advertising and selling.

Perhaps the most direct benefit to the retailer in subscribing to self-regulatory guides is increased consumer confidence. False or misleading advertising results in a residue of distrust and bad feeling toward business in general. Credibility, once destroyed, is painfully difficult to rebuild.

The relationship between business, customers, and government is changing the entire economic environment. Economists and sociologists predict even greater, rather than diminishing, upheaval in the traditional influence of each segment of society. The consumer movement has had a permanent effect on people's judgment and attitudes. Buyers are more wary, more sophisticated, and more vocal. Their influence is reflected in a new generation of consumer protection laws.

Too often, responsible businesses are judged by the practices of the least worthy. To the degree one business transaction deceives or irritates the consumer, others in the same trade are blamed and sometimes saddled with laws designed to protect against the worst offender. Responsible business sees the consumer's demand for help in the complex marketplace as a worthy challenge and an opportunity to assert leadership.

In the Better Business Bureau, businesses—U.S. and Canadian, small and large—have a valuable resource to help them maintain a fair marketplace and encourage consumer confidence. The effective use of self-regulation can reap immediate and long-term rewards. ●

● Dianne Skeltis Ward is public affairs director for the Council of Business Bureaus, Inc.



JOIN THE NETWORK

The Rotary News Network, that is.

This new video magazine brings Rotary news and information to you and your club. It's timely. It's concise. It's easy to consume. A painless way to stay informed about Rotary's objectives, programs, history, and new directions. No pages to turn. Nothing to file. Just watch. Just listen.

Listen to R.I. President Chuck Keller: "There is a critical need for fundamental information in our organization and I think the Rotary News Network will help bridge the information gap. The best Rotarian is an informed Rotarian."

Listen to these early subscribers to the Rotary News Network:

Rotary News Network is excellent...just what we can use to promote Rotary and its many features and programs to members and prospective members.



Terry Edwards, Governor, District 952, Brighton, S.A., Australia

The video formatted RNN program is a super idea and provides an excellent alternate way to tell Rotarians and the general public what we are all about.



Sam Walker, Governor, District 645, Park Forest, Illinois, U.S.A.

Rotary clubs need this series to help members better appreciate what Rotary is accomplishing around the world.



Leon Becker, Governor, District 968, Dee Why, N.S.W., Australia

Super method to spread Rotary information to build interest and enthusiasm. This is the beginning of something really worthwhile.



Arthur J. Lochead, Governor, District 633, Forest, Ontario, Canada

This series will be shared with four other clubs in my area. Thank you for bringing us this outstanding resource.



Michael J. Darnold, R.C. of San Juan Capistrano California, U.S.A.

It is a great and timely idea as we can never inform the average Rotarian "enough" on what Rotary is about.



Rotarian answering survey questionnaire at Munich Convention



It's not too late to be a founding subscriber to the Rotary News Network. Make an investment of U.S. \$120 for the six videos which come to you bimonthly by airmail. If the first edition doesn't meet your expectations, we will refund \$100 of your subscription fee. Fill out and mail in the accompanying subscription coupon today and you will receive all six editions of this lively new video magazine. We call it Rotary News Networking.

Please enter my club or me as a subscriber to the ROTARY NEWS NETWORK:

Rotary Club of _____

Send to: _____

Check one: ☐ Bill my Rotary Club
☐ Bill me personally at the following address

Choose one: ☐ VHS ☐ Beta Available in other broadcast standards.

Subscription cost: U.S. \$120 for six newscasts produced in 1987-88 and distributed by airmail.

Return form to: ROTARY NEWS NETWORK

Rotary International
 One Rotary Center • 1560 Sherman Ave.
 Evanston, Illinois 60201 • U.S.A.

LET'S CRUISE!



Herman Melville was right on target. Whenever Ishmael, the moody narrator of "Moby Dick," felt "the damp drizzle of November" settle in his soul, Melville had him take to the sea. In other words, if you've got the blues—take a cruise.

And why not? Cruising might just be the perfect vacation—ask the three million people who have taken or will take vacation cruises this year. They'll likely tell you that, no matter the destination or length, cruises are relaxing escapes from the humdrum workaday world. Cruises are not boring and they are not expensive. Gone are the days when stately ocean liners were the pricey vacation domains of the monied shuffleboard set with plenty of time on their hands. Today's cruise

ships offer comfortable, affordable accommodations, excellent food, and exciting entertainment and recreation for people of all ages. In short, cruises are *fun*.

But before you set sail for Bermuda, Bimini, or Bora Bora, cruise through our special travel section. In the next 18 pages you'll get a taste of what it's like to cruise the Caribbean, meander the Mediterranean, and assay the Amazon. You'll find advice on picking the cruise that's right for you, a list of offbeat cruises, a handy guide to the major cruise lines—even tips on how to take better vacation snapshots.

All set? You have our permission to come aboard. We're weighing anchor now, so let's cruise!

ILLUSTRATION BY STEVEN BOSWICK

—THE EDITORS

DREAM BOATS

paintings by Franklin McMahon

Every cruise ship—whether it's a small pleasure yacht or the QE 2—has its own personality. Some ships are bores—they're just a way of getting from port to port. Others are so luxurious that they themselves are worthy destinations. (When you're having so much fun, why dock anywhere?) But all cruise ships are vehicles for unique vacations, voyages out of the ordinary.

Fifty years ago, cruises were long, expensive, and not all that much fun—unless you enjoyed games of shuffleboard or formal dinners. In the free and easy world of modern cruising, even a short trip gives you a chance to savor exotic native fruits and vegetables, drink coconut and banana coolers made with local rums, discover soups rich with unusual seafoods. You can hear spoken French, Dutch, Greek, Spanish, Portuguese, Turkish, or a lilting Creole *patois*. You can shop bizarre bazaars, visit historic sites, comb the beaches of quiet out-islands. You can hike rain forests, climb volcanic peaks, explore ancient ruins, observe strange flora and fauna, scuba dive, snorkel, and wind surf. Then you move back each evening to the serenity—or excitement—of what has become familiar—the manifold creature comforts of the cruise ship, your floating home-away-from home.

The world of contemporary cruising offers plenty that is new and exciting—even to inveterate travelers. My husband, "Mac," forever sketching, and I found an exciting diversity in a trio of cruise ships: a large pleasure ship sailing the Caribbean, a spacious catamaran exploring Brazil's Amazon River, and a trim yacht that wandered the "Turquoise Coast" of Turkey.

Party time on the *Festivale*

"We're having a heck of a good time on this 'Fun Ship,' laughed a poolside competitor. He had just popped one more balloon in an exuberant tournament against other suntanned passengers. The "balloon bust" is one of many planned entertainments on the *Festivale*, one of seven ships of the Carnival Cruise Lines, the company which carries one quarter of all North American cruise passengers.

Sailing from San Juan, Puerto Rico, the happy ship itself is the major cruise destination, spending two or three full days at sea. But the cruise adds a bonus of four Caribbean ports of call: St. Thomas, St. Maarten, Barbados, and Martinique.

These luxurious and extravagant days at sea are everyman's chance for a few days on one of the "Dream Boats" made famous by TV. Adventure, fun, romance: they're in the script almost from the beginning. In the first gathering of passengers in the Copacabana Lounge, Paul Franki, cruise director and showman extraordinary, relaxes the mostly first-timer crowd with zesty humor.

On the *Festivale*, passengers soon discover, entertainment is non-stop. Take your pick of dancing and floor shows, games of chance, fashion and talent shows, or happy hours with tropic drinks in the Copacabana Lounge. It's Las Vegas on the waves.

It's easy to get lost on the ship's six decks, so when you do, make it the Lido—the location for swimming, sunning, serious competitions of "Simon Says" and other games, and day-long munching. A children's counselor plans parties for the youngsters aboard and prepares messages in bottles that the youthful castaways can toss to the waves. Masquerade Night gives passengers the chance to dress up as sheiks, cowboys, kings, *folklorico* dancers—or just to sit back and watch everyone else's make-believe.

Food? There's plenty of it. Everything you've heard about the cruise ship kitchen is true. Three meals a day and a gala buffet are served in the dining room, with a formality to please even the most demanding.

With its relaxed but exotic ambience, and its mara-

Right: Leisure lovers on the Lido deck of the *Festivale*.

Below: Street market in Bridgetown, Barbados.





thon recreational prospects, the *Festivale* is a perfect example of what most people think a cruise should be—a floating fiesta for anyone from seven to 70, with ample opportunity for the pure pleasures of laziness.

The catamaran *Para*

What we call the Amazon is not just a river; it is an enormous ecosystem of large lake-like bodies and rain forests interlaced with tributaries that flow slowly for 6,436 kilometres (4,000 miles) from the snow-tipped Peruvian Andes and from Ecuador and Colombia. Near the Atlantic, the Amazon forms a gigantic delta extending north and south some 402 kilometres (250 miles). Here the river discharges into the ocean 11 times the fresh water carried by the Mississippi.

As we flew in from Rio de Janeiro and boarded the twin-hulled *Para* at Manaus—capital of Brazil's long-ago rubber boom—we already sensed the river's brooding, overpowering majesty.

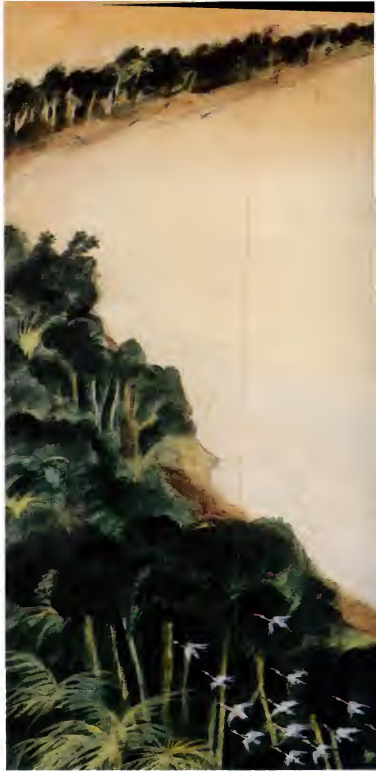
The captain welcomed us aboard, then introduced the crew to the assembled passengers. Our 56 shipmates on the four-day downstream trip to Belém included eight North Americans, four Netherlands, a Belgian couple, and a Japanese TV crew. A little game called "bonbons," candy labeled with a passenger's name and then distributed randomly, soon transformed us into a congenial group getting to know each other in Dutch, French, English or just plain sign language. The awesome presence of the river and the overwhelming density of the jungle brought us even closer together.

Our cabin was small, but air-conditioned and comfortable. The *Para*, a sleek, first-class catamaran carrying the latest navigational equipment, glided easily down the lazy river, making us oblivious to the giant *pirarucu*, sharp-teethed *piranha*, and fierce *candiru* fish swimming beneath us. On our journey to Belém, we learned that there are 1,500 species of fish, 250 classes of mammals, and 1,800 types of birds within the world called Amazonia.

Daytime entertainment was the amazing river, unfolding a few layers of its many mysteries as we rode its current. On the river there is a greater difference between the noon and midnight temperatures than between the hottest and coolest months, so it is said that the night is really the winter of the Amazon. Some evenings we would watch the TV crew report on a tropical sunset, or dance to the blare of the *bossa nova*, or gather in the lounge and watch movies on the ship's VCR.

Excellent Brazilian wines complemented the chef's ample buffet dinners, featuring prime filet mignon and the national dish, *feijoada*, a tasty combination of black beans, sausage, pork, rice, and manioc meal.

As the river's many tributaries cut in, the color of the Amazon's water changes—half blue, half muddy brown. The river flows past farms with houses on stilts and a few small cities with long, poetic names—lacoa-



The *Para* cruises the Amazon's lazy current.

tiara, Parintins, and Tupinabarena—where we can see the riverside markets of fish, fruit, and vegetables and small boys playing soccer in the churchyards.

Near Santarém, a port stop midway in our journey, the red-brown earth gives way to sandy beaches stretching as far as the eye could see. No piranha here, so we soon are frolicking in the soft blue water. Santarém is the third largest city on the Brazilian Amazon. Although jet liners land at its airport, water buffalo wander the dusty, burnt-siena roadways. A bus provided by the steamship company ENASA (*Empresa De Navegação Da Amazonia S/A*) takes the catamaran pas-



Left: A honeymoon couple inspects the Para's control room.

sengers shopping in town and to the five-star Hotel Tropical, with its zoo, large swimming pool, and overview of the river. Later the *Para* docks at Marajo Island, site of a water buffalo farm and a bird sanctuary.

Theodore Roosevelt explored the River of Doubt, one of the Amazon's tributaries, in 1913. He had set out on a map-making expedition he thought would be a vacation. But a few weeks later he was carried out of the rain forest suffering with malaria. The chances of this happening today are slim. In fact, we needed no additional vaccinations before going into the zone. Daily jet flights to the major cities of Manaus, Belém, and



After-breakfast conversation on the Kaptanoglu Yati.

Right: It's a steep climb to the ancient tombs at Myra, Turkey.

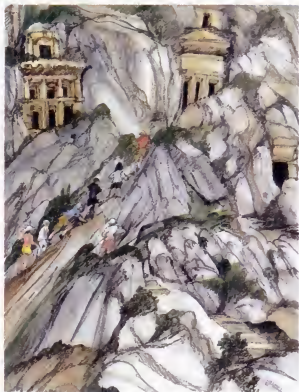
Santarém make the Amazon cruise easy and accessible.

Before we know it, our graceful catamaran glides into port at Belém and the river cruise is over. By now, we passengers are one big family, so it's not easy to say goodbye. Experiences we shared along the mighty Amazon bond us in a special way, and leave us with unforgettable memories.

The Kaptanoglu Yati

Sliding from the yacht's ladder into the clear turquoise water, we look beneath the waves and see the stone steps of the ancient Turkish city of Simena. Fragments of the old settlement extend upward beyond the present-day, shore-hugging village of Kale to the Byzantine fortress, rock-cut amphitheater, and Roman sarcophagi that stand on a bluff overlooking the Gulf of Antalya. This is but one of the archaeological sites we explore on a five-day cruise along Turkey's Anatolian coast.

We boarded our boat, the *Kaptanoglu Yati*, in Antalya,



an old port city in Turkey's Lycia district, but we could just as easily have found a similar cruise vessel in Bodrum, in Caria, farther to the west. Lycia and Caria are two of Turkey's loveliest districts. Massive mountain chains rise directly out of the sea, alternately docile and harsh. Fertile farmlands nestle in the valleys, and beaches are edged with wild pink oleander and peaceful olive, orange, and lemon groves.

Before leaving the dock in Antalya, Captain Ugur Ozsarsilmaz gives us a hint of the adventures ahead. Every day, he says, we'll have a chance to explore exciting archaeological ruins, some sites still not completely excavated.

The *Kaptanoglu Yati* is a spacious, red pine gulet (designed after the Italian style *goulette*), trimmed with white and deep blue. It was made in Bodrum—called Halicarasus in ancient times—an important boat-building center since the time of its most famous resident, King Mausolus (4th century B.C.). Once used by fishermen and sponge divers, the boat provides five comfortable cabins for 10 passengers and spacious decks and a rounded stern for sunbathing and sleeping under the stars.

Our galley is stocked with apricots, peaches, cherries, fig and rose jam, fresh greens, tomatoes, yogurt, olives, white cheese made from sheep's milk, rice, lamb, and

eggplant. There's a big bottle of Raki, too. It's the national drink, an anise-flavored liqueur. Mehmet Ozcan, our cook, boasts that he can prepare the eggplant in 40 different ways. He promises us that we'll catch fish along the way. We won't go hungry.

Early mornings, 16-year-old Hasan, third member of the crew, serves us steaming Turkish tea, with the courtesy and graciousness that is the national manner. Shortly after breakfast, Mehmet begins chopping vegetables for lunch.

In wide stretches of sea, the crew hoists the boat's three sails, and lets the wind carry us over the waves, but mostly we are under motor power, going from isolated harbor to isolated harbor. Captain Ugur stamps on the deck and dolphins crisscross the water off the boat's bow. Sometimes we anchor off dreamy white towns that climb steep hills. We visit a good restaurant or shop for inexpensive carpets, custom-made cottons, and leather goods. At night, Captain Ugur leaves the boat to harpoon fish for tomorrow's meals.

Always we are conscious that this brief cruise takes us through waters and near places that are still tinged with myth. In the *Iliad*, Homer writes that the Carians were allies of the Trojans against the Greeks. He also tells of the "fertile Lycian landscape with its natural beauties." The Hittites dominated Anatolia in 1250 B.C., and later the Greeks established a colony-city at Phaselis. The Persians invaded, and so did Alexander the Great. The Romans, Arabs, and Crusaders all had their day along this coast, building city upon city, re-using the ancient stones.

Typical of the 10 sites we explored was the ancient city of Caunus, six days out from Antalya. We climbed a steep mountain to a massive acropolis, built centuries ago by Greek colonists. The surrounding fortifications—a wall built of crudely hewn stones—are vestiges of the Middle Ages. The Romans built the huge stone theater. Even today a mere whisper carries across its vast expanse. Not far away are the baths. A restored fountain bears an inscription saying it was built in honor of the Emperor Vespasian (9-97 A.D.), the ruler who began the building of Rome's Colosseum.

One of our group, a Greek scholar, casually pieced two stones together to complete his reading of an ancient Greek inscription. That's how accessible these ancient ruins are. "It used to be like this in Greece," he says, "before they put up fences, hired guards, and sold tickets."

Our all-too-brief eight-day odyssey down the "Turquoise Coast" hardly rivaled the voyage of Ulysses, but like that famed wanderer, we had more than our share of discoveries and adventures. ☉

● *Free-lance travel writer and film producer Irene McMahon makes her home port in Lake Forest, Illinois, U.S.A. Franklin McMahon's paintings have appeared in The Chicago Tribune and numerous other publications. (See page 4 for more about Mac's work.)*

NAVIGATION CHARTS

● **TSS Festivale, Carnival Cruise Lines.** Casino, lounges, swimming pools, international cuisine. Launched in 1961, renovated in 1978, refurbished in 1986. Seven-night cruises departing on Sunday from San Juan, Puerto Rico, calling at St. Thomas, St. Maarten, Barbados, and Martinique. From U.S. \$975 to \$1,995 per person, including air fare from 140 cities and all transfers. (Deduct \$200 if air transportation is not used.) In-season rates are \$1,075 to \$2,095. In San Juan, there is a \$35 port tax. Call your travel agent or Carnival Cruise Line: 800-327-7373.

● **Para, ENASA (Empresa De Navegacao Da Amazonia S/A).** Capacity: 70 passengers. The catamarans Amazonas and Para leave every four days from Manaus or Belém. The trip from Manaus to Belém takes four days, and the trip upstream from Belém requires five days. Price for a single cabin is \$599; a cabin for two is \$780. For more information, write the Brazilian Tourist Authority, 60 East 42nd Street, New York, NY 10165. Tel. 212-286-9600.

● **Kaptanoglu Yati.** Numerous boats like this one line the harbors of Bodrum and Antalya, advertising their availability with signs and posters. For boat rental and meals, we paid \$53 per day, per person. Mailing address for the Kaptanoglu is Ugur ve Kemal Ozsarsilmaz, Yenikoy Mah., Mescit, Sok. No. 5, Bodrum, Turkey. Tel. 2657. For further information, write The Turkish Tourism and Information Offices, 821 United Nations Plaza, New York, NY 10017. Tel. 212-687-2194. —IRENE MCMAHON

An expert advises . . .

HOW TO CHOOSE YOUR CRUISE

as reported by Sylvia McNair



Adventure, excitement, romance! How can you get this trio of ingredients into your life? Answer: just add water—the water that carries you along on an idyllic vacation cruise. A care-free cruise to an exotic destination is just the thing to spice up a spirit that's been a little deflated by the pressures of the

workaday world. But picking the right cruise requires a little work. Unless you shop as carefully for your cruise as you do for anything else, you may not get all the adventure and excitement you deserve.

So how do you choose that cruise? Ask an expert. One of the best people to give advice on how to choose the right cruise is Douglas Ward. In fact, you might call him "Mr. Cruise," since his business is to know everything about the cruise industry. Doug, who is a former cruise director, is editor and publisher of *Cruise Digest*, the official publication of the International Cruise Passengers Association, and author of "The Berlitz Complete Handbook to Cruising" (see other article this page). I interviewed the softspoken Briton for this special section of THE ROTARIAN during a glorious Caribbean cruise aboard Holland America's M.S. *Noordam* in November 1986.

SYLVIA MCNAIR: *We know you are an expert on cruising, that you spend much of your time aboard ships, and that you publish an important newsletter about cruising. Tell us about your publication and the organization.*

DOUGLAS WARD: *Cruise Digest* was founded in 1980 to provide information and comparative analyses of cruise ships. It is distributed six times a year to the 21,000 members of the International Cruise Passengers Association. We publish news about cruising and the cruise industry. Each issue features at least one ship, with a comprehensive article about its accommodations, dining, entertainment, specialties, and overall

ambiance. We report on what is good and bad about each ship.

Our members represent 35 countries, and about one-fifth of them are travel agents.

MCNAIR: *What tips do you have for someone going on his first cruise?*

WARD: First of all, make sure you have chosen the right type of ship and cruise for your own likes and dislikes. There are some 210 to 215 cruise ships worldwide, and about 40 in the Caribbean alone, so you have a very wide choice. Some first-timers may actually be adventurous types who would like to go on an expedition. Some crave the beaches and warm waters of the Caribbean or Mediterranean; others want the rugged

'BOOKING'

Two books, which differ sharply in their approach and emphasis, should be in the library of anyone who wants to find out as much as possible about cruises available throughout the world.

• **Berlitz Complete Handbook to Cruising**, by Douglas Ward (Editions Berlitz, a division of Macmillan S.A., \$12.95), is primarily a reference book, listing and rating 125 ocean-going cruise ships. With a maximum possible score of 2,000 points, each ship has been evaluated, scored, and given a rating of from one to five stars, based on some 400 individual items grouped under 20 major categories. These categories include the appearance and condition of the ship, passenger comforts, food quality, cleanliness, service, entertainment, activities, cruise staff, value for price, and other similar considerations.

Many details about each ship are listed in chart form, along with a brief description. In addition there are about 85 pages of general text, in which the author

beauty of Scandinavia or Alaska.

MCNAIR: *Is destination the first criterion?*

WARD: The person going on a first cruise should choose one in which only one or two days at a time are spent at sea, with a number of intermediate port stops, and those stops should be places he really wants to see.

Repeat cruisers often are more interested in the on-board experience than in the port stops, so to them destination may be relatively unimportant.

MCNAIR: *Does a short cruise really give the first-timer a true taste of what cruising can be?*

WARD: A taste, but not the whole picture, of course. Many of the ships engaged in short cruises are older and less elegant than those used for longer voyages. In general, the longer the cruise, the more luxurious the service and facilities—and, of course, the more costly. But a weekend cruise, or even a one-day jamboree, will acquaint you with the facilities on board and the life-style of cruising.



Douglas Ward

MCNAIR: *Do you recommend using a travel agent?*

WARD: By all means, if you have an agent who is really knowledgeable about cruising. First of all, the agent should interview you and discover your personal likes and dislikes. Any agent worth his salt will take that kind of profile in order to match you with the right ship.

Today there are a number of cruise-only agents who specialize in this type of travel. Find out whether your

agent has attended special training seminars on cruising. Does he use some of the excellent handbooks on cruising that spell out the differences in the various products? Does he keep up with the trade publications? Some agents have computer access to a data bank that can give them instant information about any cruise.

MCNAIR: *What mistakes should the first-timer avoid?*

WARD: Don't overpack, especially if you are in one of the lower-fare staterooms. The "Love Boat" TV series made all the cabins look as large as a first-class hotel room, and they're not. Closet space is fairly limited in all but the very top accommodations.

Be careful to check out exactly the kind of facilities and activities offered, so that you don't go on board with completely erroneous expectations. Some ships, like the *Noordam*, have a no-tipping policy, while others expect you to hand out generous tips to quite a few members of the crew at the end of the voyage.

MCNAIR: *Several of the passengers on this cruise are in wheelchairs? Is this a growing thing? Are cruise lines catering to the needs of disabled people?*

WARD: Yes, the cruise lines are recognizing that a cruise is an ideal holiday for a disabled person or one recovering from an illness or surgery. The environment is relaxed and therapeutic; the ship's staff are trained to be very helpful; organized activities and scheduled entertainment are readily available; there is plenty of social contact. However, some ships are much better designed for accommodating wheelchairs than others. Also the terminals at some ports have better wheelchair access than others. Prospective customers should look into these aspects.

MCNAIR: *What about cruises with specific themes?*

WARD: Cruise lines often market specific cruises to people with similar interests and tastes by using such themes as archaeology, history, fashion, jazz and other music festivals, photography, religion, and theater. Or they feature contests and tournaments in chess, backgammon, fishing, or dancing.

MCNAIR: *What do you think are the major cruise destinations of the future?*

WARD: The Caribbean will remain the number one destination for some time, particularly for North Americans. Most popular after the Caribbean are Scandinavia and Alaska. The Mediterranean has always been popular, especially with Europeans. After the *Achille Lauro* incident, Americans avoided the Mediterranean. This year, however, they seem to be returning.

The next areas I see opening up are the Pacific—for instance, the Singapore-Hong Kong-Kobe route—and 14-day cruises to China. Several lines have ships in those waters year-round. Even the Russians now have a cruise ship going around Indonesia. Australian shipping companies are entering the marketplace. Princess Cruises has a ship touring the South Pacific; Sitmar has one based in Australia, and there are two Soviet ships based there year-round. A number of cruise lines—Car-

YOUR CRUISE

gives useful advice about choosing a cruise and what to expect both on board and ashore.

• **Fielding's Worldwide Cruises**, by Antoinette DeLand (Morrow, \$12.95), on the other hand, is one for armchair traveling and daydreaming about seeing the world by cruise ship. Descriptive and interesting reviews, complete with star ratings, are listed for 90 major and 62 small ships. Along with sea-going cruise ships, DeLand describes those that ply some of the world's most intriguing inland waterways—the Nile, Mississippi, Rhine, Danube, Columbia, and Shannon rivers, for example.

A large section of the book (about one-third of the total) is a travel guide to major ports of call throughout the world. A good index directs the reader to specific ships, destinations, and topics of discussion.

Spend an hour or two with either or both of these handbooks, and you'll be ready to pack your bags and set sail.

—SYLVIA MCNAIR

nival is one—are looking into the Australian market.



I think that part of the world will see quite a dramatic increase in cruise tourism. We've already seen an increased interest in Tahiti—two ships are based there year-round, and several other companies cruise the Polynesian islands.

Some travel writers report that Tahiti is already "spoiled," but the outer islands around Tahiti are not. The problem is, when a place has a population of only 2,000 or so and you bring in a cruise ship with 1,200 tourists it's bound to lead to commercialization. Also, in Tahiti and the other islands of French Polynesia, the excise and customs taxes are so high that a glass of beer will cost you \$5.00.

So far the Indian Ocean hasn't opened up all that much to cruising, but the Seychelles and the Reunion Islands are becoming popular, particularly with Europeans, so perhaps North Americans will be going there in the not-too-distant future. A chief problem with opening up new areas is the cost of air transportation. It's difficult to fly for 17 or 18 hours and not have jet lag the following day, so you "lose" one day of your cruise. The only way, I think, that companies can get around this is to offer pre- and post-tour options—where you can fly to your embarkation point perhaps two days ahead of the cruise, and board on the third day for your seven- or 14-day cruise.

MCNAIR: Please comment on the economics of cruising versus other kinds of vacations?

WARD: There's no doubt that cruising offers the greatest vacation value. Let's take the Caribbean, for example. An average seven-day cruise to the Caribbean, on a ship calling at four ports, would cost about U.S. \$1,200 to \$1,500 per person, including air transportation from almost anywhere in the United States. By contrast, if you were to fly to Jamaica and stay in a hotel for two days, the air fare would be \$350 to \$400 one-way and the hotel about \$300 a person. Then, if you want to fly to another island—let's say Grenada—there's another \$150 for air fare, plus meals, plus hotel expenses. If you want to take in several islands, just as a cruise ship does—by the time you've flown everywhere and added up the hotel stays, your entertainment, and your transportation for getting around sightseeing—you've exceeded the cost of almost any Caribbean cruise line, even in the upper price categories. The value of a cruise is that *everything* is included in your price: air transportation, the cruise itself, a variety of entertainment on board, sports options, dancing lessons, skeet shooting, kite flying. Almost anything you can think of, you can do on a cruise ship, while all of these extras would also cost extra money for airfare and hotels.

MCNAIR: So you think cruising is something that middle-income people, including younger ones, might consider, even if they have been afraid of the costs in the past?

WARD: Absolutely. Cruising is open to almost anyone with an income of \$12,000 and up. It's no longer only for the rich, although there are still cruises for people with lots of money. In fact, there are cruises and ships for everybody, of any age, and for any budget. ●

● Sylvia McNair is a travel writer and editor.

CHILDREN ON BOARD

In an effort to solve an industry-wide overcapacity problem, cruise lines are targeting the family market and making special arrangements to entertain and supervise children traveling with their parents. The welcome mat is out for kids.

No boat offers a complete babysitting service as part of the cruise, but most of them have special play areas, recreation events, or shore excursions. Many of them will provide a babysitter for an additional charge. The QE2 staffs its playroom with English nannies. Ships of the Sitmar line provide a day-care center that operates from morning until midnight (no meals, however).

Crew members on Carnival Cruise lines and others take charge of "Coke-tail" parties, kite-flying contests, costume parties—and even help the kids put messages in bottles to be tossed overboard.

Most ships have no minimum age requirement

for passengers. One exception, however, is Princess Cruises, which requires a child to be at least one year old. Children under two generally qualify for special rates. If the youngsters stay in the room with Mom and Dad, they are eligible for the low third-or-fourth-passenger rate. But if they have their own cabin, they generally must pay full fare. Ask your travel agent for details. ●



THE 'CRUISE QUEEN' STILL REIGNS



The old girl survived a mid-life crisis, a major refitting, a glitch-filled shakedown cruise, and some bad publicity, but now she's back as the reigning queen of the high seas. Cunard's *Queen Elizabeth II* spent last winter in the Lloyd Werft shipyard in Bremerhaven, West Germany, having her steam turbines replaced by faster—and more fuel-efficient—diesel-electric engines. (Normal cruising speed for the big boat is now 29.5 knots.) The old girl's May shakedown cruise was marred by leaky pipes, balky air conditioning, and other problems; but those imperfections have been fixed.

Thanks to her U.S. \$162-million overhaul, the 18-year-old QE2, a survivor of the jet age which forced other big liners into early retirement, is ready for fall and winter transatlantic sailings, cruises to Bermuda, the Caribbean, and West Africa from her home port in Southampton, England. For the ultimate in luxury, in January her highness will begin a 107-day world cruise, making ports of call on five continents. The cost: U.S. \$20,435 to \$102,840 (double occupancy, per person).

The budget traveler might do well to consider the standby fare of \$999 each for two persons in a minimum-grade cabin (upper and lower berths). That fare also includes a one-way economy air ticket between London and New York or Washington, D.C. Deposit \$100 with Cunard or your travel agent, and you'll receive a confirmation three weeks before the sailings on 10 October, 1 and 22 November to Europe; and 16 October, 7 November, and 14 December from Europe.

Regular fares on these Atlantic crossings range from \$1250 to \$7195, depending on sailing date and cabin grade. In all cases, the air ticket is included (however,

there is a surcharge—around \$800—for flying the Concorde).

Caribbean cruises on the QE2 range from eight to 15 days, at fares from \$1625 to \$5585 per person. They depart New York on 21 October and 12 November—with a Philadelphia stop on one cruise and a Baltimore call on the other.

For information about the new, improved QE2, write Cunard, Box 999, Farmingdale, NY 11737, U.S.A., or phone 1-800-221-4770.

—JOHN J. CORRIS



"What would you suggest for someone who has never been outside his own backyard?"

A selective guide to major cruise lines

WHEN YOUR

Each year hundreds of well-appointed boats make thousands of cruises in the world's waters. Amid this multitude of offerings, it's not always easy to find the cruise that's best for you. Help is available. There are several good cruise guidebooks (see page 28), and each year *The New York Times* and other publications publish detailed lists of cruise companies and their offerings. Your travel agent, of course, is an excellent source of information.

To make your preliminary work a little easier, we have prepared this "short list" of major cruise lines, what they offer, and how to contact them directly. Come aboard, and put a cruise in your future.

Admiral Cruise Lines: In October 1986, a trio of distinguished cruise lines—Eastern, Western, and Sundance—joined to form this company. The company has three ships. *Azure Sea* (780 passengers) sails from Los Angeles to Ensenada and San Diego. *Emerald Seas* (920 pass.) sails from Miami for three-and-four-day Bahamas cruises. *Stardancer* (1,000 pass.) sails from Los Angeles and Seattle to Mexico and Alaska. It can also accommodate 350 cars for passengers who wish to drive after journey's end.

Admiral Cruise Lines
1220 Biscayne Blvd.
Miami, FL 33131
800-327-0271

American Hawaii Cruises: The line's three ships are awash in Polynesian ambience, and are ideal for family vacation fun. The *Constitution* (798 pass.) and *Independence* (798 pass.) sail from Honolulu through the Hawaiian islands. The *New Liberty* (715 pass.) sails the islands of French Polynesia from Papeete, Tahiti. Most cruises are for seven days, year-round.

American Hawaii Cruises
550 Kearney St.
San Francisco, CA 94108
800-227-3666

Carnival Cruise Lines: One of the largest cruise lines, Carnival wants everyone, young and old, to have a great time aboard one of its seven "Fun Ships." The cruises range from three to seven days, and are action-filled and casual. The *Festivale* (1,146 pass.) sails weekly from San Juan to the lower Caribbean. *Jubilee* (1,486 pass.) and *Celebration* (1,486 pass.) sail from Miami to the eastern Caribbean. *Holiday* (1,452 pass.) visits Jamaica, Mexico, and the western Caribbean from Miami. *Tropicale* (1,022 pass.) sails from Los Angeles to the Mexican Riviera. *Mardi Gras* (906 pass.) and *Carnivale* (950 pass.), sailing from Ft. Lauderdale and



Miami, respectively, wend their way to the Bahamas. Carnival Cruise Lines
5225 N.W. 87th Ave.
Miami, FL 33136
800-327-2058

Cunard Line and Cunard/NAC: The renowned *Queen Elizabeth 2* (1,850 pass.) reigns over this line's five ships. None of the ships, with their accent on elegance and luxury, are for the budget-minded. The *QE2* makes transatlantic crossings. It has a full-fledged spa on board, and passengers can receive the *International Herald Tribune* every day, transmitted to the ship by satellite. The *Sagafjord* (589 pass.) and *Vistafjord* (136 pass.) still represent traditional seagoing stateliness. The Caribbean-sailing *Countess* and *Princess* (752 pass. each) are quite casual by comparison. Cunard recently acquired Sea Goddess Cruises, the most expensive at sea (starting at U.S. \$4,400). *Sea Goddess I* makes seven-day excursions in the Caribbean year-round. *Sea Goddess II* gallivants all over the globe.
Cunard Line and Cunard Line/NAC
555 Fifth Avenue
New York, NY 10017
212-880-7500; 800-221-4770

Cunard/Sea Goddess Cruises
5805 Blue Lagoon
Miami, FL 33126
305-266-8705

Holland America Line: This cruise line is the descendant of one of the world's oldest steamship companies. *Rotterdam* (1,114 pass.) makes long journeys to South America, Alaska, and the Orient, and 10-day trips

SHIP COMES IN



through the Caribbean in between. The twins, *Nieuw Amsterdam* and *Noordam* (1,214 pass.), sail different parts of the Caribbean in seven-day cruises. Passengers can combine the two cruises at substantial savings. In summer the twins also sail to Alaska. Dutch staff, Indonesian crew. More good news: all boats have a "no tipping required" policy.
Holland America Line
300 Elliott Avenue West
Seattle, WA 98119
206-281-3535

Norwegian Caribbean Lines: This line is a pioneer in modern cruising. In 1966 it started year-round cruises from Miami to the Bahamas for the masses. And in a spectacular move, the company bought the ocean liner *France* and spent \$100 million to turn it into a cruise ship, renamed the *Norway* (1,778 pass.). The *Norway* is the largest passenger ship afloat, a real city on the sea, with bars, restaurants, shops, casinos, theaters, and other entertainment. Besides the grand *Norway*, the line has four mid-sized vessels, called the "White Ships," which ply the Caribbean: the *Skyward* (728 pass.), *Southward* (760 pass.), *Starward* (750 pass.), and *Sunward II* (686 pass.). All the boats are well known for their fitness/exercise programs and theme cruises.
Norwegian Caribbean Lines
One Biscayne Tower
Miami, FL 33131
305-764-3500; 800-327-7030

Premier Cruise Lines: The "Official Cruise Line of Walt Disney World" has poised itself for the family market. During the three-and-four-day Bahama cruises of its two boats—*Star/Ship Royale* (832 pass.) and *Star/Ship Oceanic* (1,100 pass.)—there are discos and caba-

rets for the adults and special programs for the kids. A special Disney package includes three-day passes to Disney World.

Premier Cruise Lines
101 George King Blvd.
Cape Canaveral, FL 32920
305-783-5061; 800-327-7113

Princess Cruises: This line specializes in refined, British-tinged cruising style at a moderate cost—luxury for the upper middle class. The line began in 1965 with cruises from the west coast to Mexico and the Caribbean, but now its boats sail the world. Millions of TV viewers will recognize its *Pacific Princess* (626 pass.) as the star of "The Love Boat" series. The *Royal Princess* (1,200 pass.), christened by Diana, Princess of Wales, is more upscale—but classy. There are refrigerators, bathtubs, and televisions in all outside cabins; and a number of suites have private balconies. British officers, Italian staff. The line has five ships in its fleet.

Princess Cruises
2029 Century Park East
Los Angeles, CA 90067
213-553-1770; 800-421-0522

Regency Cruises: This publicly traded cruise line is known for its affordable cruises and excellent food, prepared by French chefs. Two ships: *Regent Sea* (708 pass.) and *Regent Star* (960 pass.). In fall and winter the ships take seven-day Caribbean and South American journeys, including the Panama Canal, from Montego Bay. In summer, at least one ship sails from Vancouver to Alaska.

Regency Cruises
260 Madison Ave.
New York, NY 10016
212-972-4774

Sun Line Cruises: This adventurous line pioneered cruises to the smaller islands of the eastern Caribbean in combination with trips up the Amazon and Orinoco rivers. Most cruises stretch 14 to 28 days, but can be taken in shorter segments. In spring and summer, the *Stella Oceanis* (280 pass.) and *Stella Solaris* (620 pass.) make transatlantic crossings to Mediterranean cruises of the Greek Isles. Sun Line is also the agent for **Paquet Cruises**. The French ship *Mermoz* takes 10 to 15-day winter cruises to the west Caribbean and Central America, and the east Caribbean and South America. Greek staff.

Sun Line Cruises
1 Rockefeller Plaza #315
New York, NY 10020
212-397-6400; 800-468-6400

MAKING WAVES

Think of cruises and the first image you conjure up is likely to be a big boat leisurely plying the tropic waves between exotic ports of call. Understandable enough, since the bulk of the cruise industry's business comes from vacation trips in the "Love Boat" mode.

But there are alternatives for those who enjoy the adventure and fun of cruising, yet prefer smaller vessels—or more unusual itineraries.



It's breakfast on the beach—freshly baked muffins—for passengers on American Canadian Line's Caribbean Prince. Note the special boat-to-beach gangway.

Although the Yankee Clipper sailing ships were eclipsed long ago by the steamship, wind-powered vessels have found a welcome niche in contemporary cruising.

- In December 1986, the *Wind Star*, a luxurious modern incarnation of the 19th-century clipper ship, made its cruising debut. This 150-passenger vessel, the largest sailing ship ever built, has eight computerized sails on four towering masts to capture the motivating energy of Caribbean winds. (It also has conventional engines for backup power.) Despite its means of propulsion, the *Wind Star* is far from primitive. The ship has a swimming pool, sauna, beauty salon, bar, casino, and 75

top-quality staterooms—just like any Love Boat, but considerably more intimate. The *Wind Star* makes seven-day cruises from Martinique to the Grenadines, calling at Pigeon Island in St. Lucia, Mustique, Tobago Cays, Grenada, Bequia, and Palm Island. Mornings are usually spent under sail. Luncheon and afternoons are spent in port or at anchor for water sports and beach visits. Dinner and the evening hours are also usually at anchor.

In May 1987, Windstar Sail Cruises christened its second ship, the *Wind Song*, which will catch the breezes of the South Pacific. The *Wind Song* will depart weekly for seven day cruises from Papeete, Tahiti, calling at Huahine, Tahaa, Bora Bora, Raiatea, and Moorea before returning to her home port.

Prices for the Windstar Caribbean cruises start at U.S. \$1,965 per person, double occupancy. The Polynesian cruise costs \$2,635 per person.

A third identical vessel, *Wind Spirit*, will be ready for odysseys in the Greek Islands, probably in March 1988.

- Windjammer Barefoot Cruises has operated its fleet of tall ships in the Caribbean since 1947, offering landlubbers the opportunity for intimate acquaintance with wind and wave. There are no discos on board, quarters are crowded, bunk beds are the rule, but the food is good, the crews amiable, and no fancy dress is required.

Harking back to the days of the classic clipper ships, the 150-passenger *Wind Star* gracefully sails the Caribbean.



PHOTO LEFT COURTESY AMERICAN CANADIAN LINE; PHOTO RIGHT COURTESY WINDSTAR SAIL CRUISES

Windjammer cruises provide ample "fun in the sun" for the vigorous traveler.

These sailing ships have one major advantage over the giant cruise boats: their compact size allows them to call on out-of-the-way ports that can't accommodate the larger vessels.

• Luther H. Blount doesn't have any sailing vessels in his American Canadian Line, Inc., but his small, shallow-draft ships can carry passengers right up to the shoreline of Caribbean beaches. In spring and summer, the boats ply the Intracoastal Waterway between Rhode Island and Florida; and in fall they travel to Canada via the Erie Canal and the St. Lawrence Seaway.



Inland waterways have their share of pleasures, too. The stately paddle wheeler Delta Queen plies the mighty Mississippi between St. Paul and New Orleans.

If you're a river rat at heart, or have a touch of Huck Finn in your soul, then your dream boat may be one of the two paddle wheelers of the Delta Queen Steamboat Company. The *Delta Queen*, a boat that Mark Twain would have been proud to pilot, was constructed in 1926. The seven-deck *Mississippi Queen*, largest steamboat ever built, was commissioned

in 1976. From March through November each year the steamboats follow a Dixieland beat and churn the waters of the Mississippi, Ohio, Tennessee, and Cumberland rivers between New Orleans and St. Paul. In addition to regularly scheduled river trips, both boats offer special Thanksgiving, Christmas, and New Year's cruises in 1987.

• In Canada, the *Canadian Empress*, a replica of the turn-of-the-century river steamer operated by Rideau-St. Lawrence Cruise Ships, carries 66 passengers down the St. Lawrence Seaway.

• As its name indicates, the Barge About France company operates six barges with capacities for six to 12 passengers. The barges make leisurely trips down the canals that lace the French countryside.

• The 10 barges of Horizon Cruises carry from six to 18 passengers with comfort and continental cuisine on the canals of England, Ireland, France, and The Netherlands.

• Want to see the pyramids from deckside? Swan Hellenic Cruises and Lindblad Travel have modern ships that sail the ancient Nile. Lindblad also offers cruises on China's Yangtze River.

• If you have the time to take one of those slow boats to China, then consider signing aboard a freighter. Many cargo and container vessels carry up to 12 passengers on their lengthy voyages (35 days on average). Lykes Lines of New Orleans, for example, has 28 passenger-carrying cargo ships—including some that actually do sail to China and other places in the Far East. A few warnings: freighter trips cost about \$100 per day, there are usually no doctors on board, and entertainment features are meager. Best sources of information: *Freighter Space Advisory*, newsletter of Freighter World Cruises (180 S. Lake Ave., Pasadena, CA 91101, U.S.A., \$22 per year); and *TravelTips*, the bimonthly magazine of the Cruise and Freighter Travel Association (163-07 Depot Rd., P.O. Box 188, Flushing, NY 11358, U.S.A., \$15 per year).

Whether your fancy turns to freighter, frigate, or Fantasy Island love boats, you're bound to find the ship to make your cruise dream come true. ☺

Where to get more information

- American Canadian Line, P.O. Box 368, Warren, RI 02885 (401-247-0955; 800-556-7450).
- Barge About France, c/o Salt and Pepper Tours, 7 West 36th St., New York, NY 10018 (212-736-8226; 800-223-7733).
- Delta Queen Steamboat Company, 30 Robin St. Wharf, New Orleans, LA 70130 (504-586-0631; 800-543-1949).
- Horizon Cruises, 16000, Encino, CA 91436 (818-906-8086; 800-421-0454; 800-252-2103 in California).
- Lindblad Travel, Inc., P.O. Box 912, Sylvan Road North, Westport, CN 06881 (203-226-8531; 800-243-5657).

- Lykes Lines, Lykes Center, 300 Poydras St., New Orleans, LA 70130 (504-523-6611; 800-535-1861).
- Rideau-St. Lawrence Cruise Ships, 253 Ontario St., Kingston, On. K7L 2Z4, Canada (613-549-8091; reservations, 800-267-0960).
- Swan Hellenic/Exprinter Nile River Cruises, 500 Fifth Avenue, New York, NY 10110 (212-719-1200; 800-221-1666).
- Windjammer Barefoot Cruises, P.O. Box 120, Miami Beach, FL 33126 (305-347-3939; 800-327-2601 outside Florida; 800-432-3364 in Florida).
- Windstar Sail Cruises, 7415 N.W. 19th St., Miami, FL 33126 (305-592-8008; 800-341-7245 in Florida; 800-258-7245 outside Florida).



Oh, lucky day! The excitement builds nightly in the casino. Whether it's Blackjack, Roulette, or the slot machines, it's a sure bet you'll have fun.



Relaxation Is A Matter Of Perspective.



Come on in, the water's fine. Our three ships offer two pools and unlimited sunshine. And you don't have to break your routine to break for meals. Full breakfast and lunch are served daily in our Lido Restaurant and outdoor Lido Terrace.



We offer dancing from dusk till dawn. In grand ballrooms, discos or intimate lounges. Watch out Fred and Ginger.


Hey there, sports fans. We have everything from tennis to shuffleboard to volleyball and more. When it comes to athletics, it's a real ball.



Take your pick. We've got three ships and three richly varied 7-and 10-day Caribbean cruise itineraries. No matter which one you choose, on Holland America Line you'll get it all. See your travel agent or send in the coupon for more information.



Shape up and ship out in our Fitness Center, where you'll find a complete weight room. And our vigorous aerobics classes are giving the Caribbean a whole new shape.

 es! I'm interested. Please send me your free 1987-88 Caribbean Cruises brochure. <small>I'd also like information about: <input type="checkbox"/> Alaska Cruises <input type="checkbox"/> Panama Canal Cruises <input type="checkbox"/> Organizing Rotary Group Cruises</small>		
NAME <input type="text"/>		
ADDRESS <input type="text"/>		
CITY/STATE/ZIP <input type="text"/>		
TRAVEL AGENCY <input type="text"/>	AGENCY PHONE NUMBER <input type="text"/>	<small>Send coupon to: Holland America Line P.O. Box 34905 Seattle, WA 98124-1985</small>
CMBB/10-6		



Holland America Line Caribbean Cruises

Picture this

by Al Keith

Vacation trips and cameras are made for each other. New places and faces, festivals and fairs, or perhaps a time for outdoor activities, you and your family at play, scenes of mountains and beaches—they all become a treasured part of our memories. What better way to savor them in years to come than to capture them on film?

Yet in spite of the high state of art of today's cameras, most of us keep bringing home pictures that are unimaginative, dull, blurred, and impersonal.

What can the average holidayer with an average camera and perhaps a few basic accessories do to upgrade his photographic efforts? First and foremost, we should get to know our camera inside and out, and that means becoming familiar with the manual. No other fancy book on cameras or the art of photography is more important than our camera-owner's guide. Read it, and reread it. Then tuck it into your camera bag and take it along.

That brings us to another point: To keep camera and accessories together, in a place where you can reach each item in a matter of seconds, you should have a good, well-designed camera-bag. It also will protect your expensive photo equipment against the elements, in addition to cushioning it against hard knocks. The bag does not have to be large, but large enough to hold camera, lenses, film, and basic items like filters and cleaning kit.

Itching to bring home better pictures from your next trip? Then keep in mind these 12 pointers, add your own creativity, and you'll be well on your way.

1. CHECKING YOUR EQUIPMENT—Nothing can be more frustrating than to discover, thousands of miles from home, that you have left behind some favorite accessory, like a treasured filter, a mini-tripod or even an extra lens. To prevent this, assemble all camera gear on a blanket spread out on the kitchen table, and then tick off each item on a prepared list as you pack them into your camera bag or luggage.

Since many camera malfunctions originate with weak, dead, or improperly installed batteries, why not buy peace of mind and have fresh batteries installed in camera and flash before you leave?

2. THE BEST TIME OF DAY TO SHOOT—From early morning to nightfall, daylight presents an ever-changing range of colors and moods. At dawn, colors are muted, outlines softened, while later on, when the sun stands high, sharp-edged shadows are created.

That is why many seasoned photographers avoid noon pictures with shadows that can turn eye-sockets into dark pits.

They restrict their photo-time on bright, sunny days to the morning hours until about 10 a.m., and then start shooting again around 4 p.m. You will be surprised at the difference that procedure will make in your pictures. Days that are lightly overcast offer an almost ideal photo-light, though you may want to show as little as possible of the gray sky.

3. THE MATTER OF COMPOSITION—While whole books have been written on composition, basically it deals with the way you choose to arrange the various elements of your picture. Keeping the main object slightly off-center, and avoiding placing the horizon line in the exact middle of the photo are two rules worth remembering.

Most of the time it will pay to keep things simple. Too many vacation photos suffer from a hodge-podge of unrelated items. And try to master the technique of "framing." Almost anything will do, but especially useful are trees and fences, monuments and lights, and even doorways and windows. A good frame will heighten the picture's impact considerably.

Keep in mind that if you leave the foreground empty, your picture may look flat and dull. Curves of roads or railway tracks, and the perspective effect of rows of trees and buildings, will give your picture a sense of depth and scale, as will animals, birds, boats, and the like placed in the foreground. If you use people in a landscape shot, have them look away from the camera so your photo won't end up with two conflicting centers of interest.

4. MOVING IN CLOSER—One way of improving your travel pictures almost immediately is to take a larger percentage at closer range. Whenever possible, especially where people and animals are concerned, try to fill the whole frame with whatever action it is you wish to portray. When shooting panoramic mountain vistas, add also a shot or two of a nearby alpine hut. Then a close-up of a hiker in local costume, or a shot of the wildflowers in the high meadows. It will also round out the story your pictures are trying to tell.

5. 'SHOOTING' PEOPLE—People are the most popular of photo subjects, and whether here or abroad, most of them are flattered to have their picture taken. The camera is a great tool for getting to know the "locals," though it will pay you to make your approach or



Above: Up in the tree—I shot upward for dramatic effect.

Left: At Vancouver's Expo '86 I let the China Gate serve as a frame for the Expo Globe in the background.

Below: Again, at Expo '86, I shot this street entertainer close up, and let the on-lookers "frame" the image.

ALL PHOTOS BY AL KEITH





Sunset pictures—like this one over Ontario, Canada's Georgian Bay—are tricky. Make sure that you take your light meter reading from the sky.

Opposite page, top: Morning fog adds mood and mystery to a subject—and makes for a fine photo.

Opposite page, bottom: A skylight filter neutralized the blue cast of the snow in this photo of a park in winter.

request as friendly as possible.

One way of getting closer to people in another country is to participate in their local events, such as fairs and festivals and local holidays, when everyone is in a cheerful, relaxed mood. And don't neglect candid shots, with the subjects unaware that their pictures are being taken. These can result in the most interesting and natural expressions. If you can't locate a cover close by, a telephoto lens will let you snap your pictures from a safe distance.

6. SUNRISE—SUNSET—These are among the most popular travel photos, especially if they are framed by spectacular ocean or mountain vistas. However, don't point an unfiltered lens directly at the sun unless you can look at the sun without squinting.

Keep in mind that, when an exposure meter is used, the reading should be based on the brightness of the sky and the clouds. This will result in a darkened foreground, while the sun is slightly overexposed. Your photo will show a rich color saturation, especially in the clouds, while foreground objects such as trees, buildings, or people will be silhouetted dramatically against the sky. And don't forget to use a lens-hood to avoid unwelcome lens flare.

7. THE ADVANTAGE OF FLASH—With flash, whether it's built into your camera, or supplied by a special attachment, you can freeze fast action, shoot in dim light, or do away with unwanted shadows. When you use it in portraits, keep in mind that direct flash can result in a somewhat harsh look, so it is worthwhile to experiment with side and bounce flash for softer lighting. To avoid a shadow on the wall, simply move the subject further away.

On a sunny day, backlighting can hide your subject's face completely in the shadow, so use fill-in flash. If your camera or flash attachment has no settings for half or quarter power, diffuse the flash by draping it with a handkerchief. To get the exposure just right, practice





"bracketing," which means taking extra shots one setting above and one below the meter reading.

8. BAD-WEATHER PICTURES—Some of my best travel pictures were taken on overcast, rainy, or foggy days, which can provide more artistic setting than bright and sunny occasions. Then a special mood is created, the lighting is softer, the colors are more subtle, and unwanted background is often filtered out.

The combination of fog and early morning sunshine can create a soft, tranquil mood, so take your camera and go on the prowl early. A wide-angle lens with its greater depth of field is ideal for this kind of photo.

9. SNOW SCENES—When faced with plenty of snow on a sunny day, your light meter is apt to be overwhelmed. If you can override the automatic setting, do so and bracket your exposures. The basic guide sheet that comes with each package of film is quite reliable then. It recommends an exposure of $f/16$ at a shutter speed of $1/250$ sec. when using an ASA 100 film.

For spectacular snow scenes, slanting light is best. It brings out the fine texture of the snow. A slight underexposure will darken the sky dramatically, while the snow and shadows are shown in a lighter blue, and the

highlights left a pure white. And use a skylight filter when shooting snow scenes. Without it the snow can turn out too blueish.

10. WILDLIFE PICTURES—Those who delight in photographing wild animals, whether on an outdoor vacation, or while visiting a zoo, will find that a telephoto lens will come in handy. To get close to that deer, mountain goat, or ruffled grouse, you will need either an appropriate zoom lens, or one or two telephoto lenses, anywhere from 200mm to 500mm focal length. For backpackers, who have to travel light, a 200mm lens is the most convenient model, since it is neither too bulky nor too heavy. To add extra power to your telephoto lens, you may want to invest in a 2X teleconverter. This handy item costs the fraction of another lens, and can change your 200mm lens into a 400mm powerhouse. While not perfect, for its compact size and modest cost, a teleconverter is a definite bargain.

11. ACCESSORIES—Among the basic accessories should be a camel's hair brush for cleaning your lenses, and lens-cleaning fluid and tissue. A lenshood comes in handy for keeping out unwanted glare, and does not cost much. If you are taking along a tripod, and you should if you can manage the extra weight, don't forget to include a cable-release, too.

While you can spend a fortune on filters alone, there are two you shouldn't travel without. A skylight filter limits the blue haze in the sky and at the same time protects your lens from accidental scratches and knocks. A polarizer is my second choice, since it strengthens the colors by eliminating unwanted reflections from non-metallic surfaces, as on glass and water. It gives more contrast to the sky, removes the blueish tint from foliage, and lets you shoot through store windows when you want to picture the displays.

If your camera comes with a standard lens only, and your budget allows it, you may want to invest in a moderate telephoto lens, though many photographers prefer to take a wide-angle lens along instead. If you can swing it, take along all three, and considering the low price, you may want to add a 2X teleconverter, too.

12. LOOKING AFTER YOUR GEAR—Since car interiors heat up quickly in hot climates, keep your film and camera cool by storing them in a waterproof, lightweight metal case when traveling in a tropical country. Wrap the case in a damp towel and renew the wetness at all car-stops. This slow evaporation will keep the inside temperature cooler than the outside air.

When traveling by plane, store your exposed film in one of those special film-shield bags, which will keep at least some airport X-rays out. If you have to pass through several airport checks, repeated exposure can result in film-fogging, so it is best to insist on a hand-check, which usually will be granted. ☉

• *Free-lance writer Al Keith stations his typewriter in New Westminster, B.C., Canada; but he takes his trusty camera with him wherever he travels.*

Vocational Service Month:
a good time to renew an old acquaintance

Whatever happened to

Uberimma Fides. Words from a dead language, you say. Maybe you're right. Maybe their original meaning has been lost in time. Or maybe our society operates under a different code of ethics than when those words were commonplace.

Uberimma Fides is Latin for "utmost good faith." Utmost good faith is the foundation upon which my industry—insurance—is built, and I hope it is equally important in the conduct of any legitimate business.

When we talk about good faith, we are talking about integrity—about honesty in our everyday business transactions. We are talking about the No. 1 test in The 4-Way Test—truth. Incidentally, it was The 4-Way Test—particularly the first line—that attracted me to Rotary. I was never much of a joiner, but I felt an organization with those ideals couldn't be all bad.

It is difficult to be 100-percent honest in everything we do. Honesty is not even an easy subject for a public speech. I suspect the reason is guilt consciousness. How many of us are totally honest? How many of us have never broken a law? Or used a company copy machine for a personal purpose without reimbursing the company? How many of us have brought purchases from a foreign country without declaring them?

I am not condoning petty theft, but when we describe an honest man, are we not describing his *degree* of honesty in relation to most men in similar situations?

Utmost means "of the greatest or highest degree." Faith means "confidence or trust in a person or thing." But it is not only the belief—it is the practice of that belief in our everyday lives that really counts.

Several years ago when I worked in Edmonton, an insurance agent with whom I was doing business called my office on a Monday morning to report a fire loss on a furniture store. The fire had occurred on Saturday evening and the agent had bound coverage with my company on Friday evening. Bear in mind that the agent was doing business with several other companies and there was nothing in writing to indicate how much coverage he had placed with my company. On good faith alone, my company paid its portion of the loss, in the area of C \$30,000.

Much larger amounts of money are exposed to good faith settlements between insurer and reinsurer. A reinsurer is a company which accepts, on a block basis, thousands of risks another company has sold one by one, in return for a share of the premiums. It is not uncommon for millions of dollars to be exposed to risk on

the strength of a phone call between insurer and reinsurer. The insurer, of course, is expected to follow the principle of utmost good faith in disclosing all facts known to him about the risk in question.

In our business we sometimes tend to think that all insureds are potentially fraudulent claimants because we know one who has been fraudulent. But many thousands of claims are settled on a most satisfactory basis every year and we have to be careful not to approach each claimant as if he is guilty of some crime before the facts of his case are determined. This *lack* of good faith reminds me of a true story about a smoke-damage claim on a church some years ago.

It seems the smoke had damaged the frescoed wall decorations of the church. The bill in the amount of \$264 received from the artist hired to repair it was thought to be excessive. It was therefore returned with a request for an itemized account. The artist sent the itemized bill promptly, as follows:

1. Corrected the Ten Commandments—\$50.00
 2. Replumed and gilded the left wing of the guardian angel—\$42.00
 3. Renewed heaven, adjusted two stars, and cleaned the moon—\$72.00
 4. Revived the flame of hell, put a new tail on the devil, mended his left foot, and did several jobs for the damned—\$70.00
 5. Put a new stone in David's sling, enlarged the head of Goliath, and cleaned his ears—\$30.00
- Total—\$264.00**

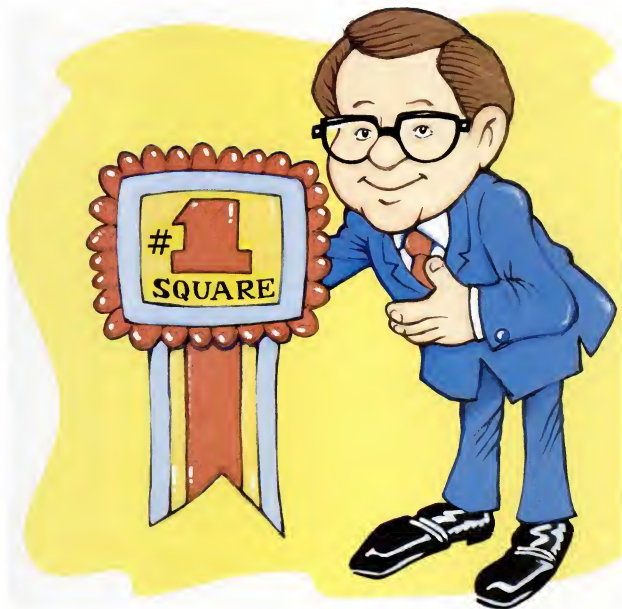
The invoice was paid with dispatch.

Once before when I gave a vocational talk to my club, I referred to the "return of the square." Years ago, if you were honest, you gave a man a square deal. You gave him a square meal when he was hungry. You stood foursquare for the right, as you saw it, and square against everything else. When you got out of debt, you were square with the world.

Then the word was twisted. A square became the guy who never learned how to get away with things—the one who volunteers when he doesn't have to—the one who gets his kicks from trying to do something better than anyone else—the one who gets so lost in his work he has to be reminded to go home—the one who gets choked up when a band plays his national anthem . . .

His tribe isn't thriving too well in the current climate. He doesn't fit into the group of angle-players and

Uberimma Fides?



corner-cutters. He doesn't want to fly now and pay later. He's burdened down with old-fashioned ideas of honesty, loyalty, and courage.

I don't think for one minute that the square is nearing extinction. As a matter of fact I would like to think that all Rotarians are squares.

And as to whatever became of *Uberimma Fides* ... well, I think it is still very much alive, but perhaps not

very well. It may need a transfusion or at least some nourishment. That nourishment can come from you and me if we truly believe and practise truth, fairness, building goodwill and better friendships, and try to make our life and work beneficial to all. ☉

Based on an address by the author to his Rotary Club of Saskatoon, Sk., Canada, during his year as president.

PolioPlus: a Promise Fulfilled

by Michael G. Pedrick



PolioPlus is often described as Rotary's newest and most comprehensive program ever. Certainly it is the largest and probably its most exciting. But new? One must agree that Rotary's involvement in the administration of vaccine for paralytic poliomyelitis is relatively new in that it came about through the inception of the first project of the Health, Hunger, and Humanity Program (3-H), which was initiated to celebrate Rotary's 75th anniversary. But the purpose of the program is to eliminate the major cause of crippling in children and Rotary has been helping crippled children almost from its very inception.

In 1913, the Rotary Club of Syracuse, New York, U.S.A., began to provide surgery for crippled children whose parents were unable to give them the necessary treatment. In 1915, the Rotary Club of Toledo, Ohio, U.S.A., formed the first Rotary Crippled Children's Committee. This led to the organization of the Toledo Society for Crippled Children and later, because of the efforts of a Rotarian from nearby Elyria, Ohio, the Ohio Society for Crippled Children was formed. Because of this Rotarian's continued interest, there came into being the International Society for the Welfare of Cripples. The Rotarian's name was Edgar F. Allen, but he was known to friends the world over as "Daddy" Allen. In several countries, many of the fine hospitals for crippled children are the direct result of his leadership and perseverance in the cause of the crippled child. Rotar-

ian Allen, and the clubs in Ohio, persuaded Rotary International to adopt a program for crippled children and soon every club had a Crippled Children's Committee.

Interestingly enough, Rotary experienced its greatest rate of growth during the 1920's and 1930's. Rotary's best public image was in those communities in which its help to crippled children was greatest. Stories are still being told of the lengths to which men went to become members of Rotary clubs. Instances of their changing vocations in order to find open classifications were common. Even such top writers of the period as H. L. Mencken, G. B. Shaw, and Sinclair Lewis began to use the term "Rotarian" as an adjective, in their usual snide manner. But as a very popular U.S. president, himself a victim of paralytic polio, took office and directed the public's attention to the disease, other agencies, including the governments of the various states, took over the problems of the crippled child. Rotary clubs began directing their attention to other matters.

Concordant with this redirection of community service efforts came the word that Rotarians should not publicize their activities. We were told that "Rotarians shouldn't brag" and our bright lights began to be hidden under "bushel baskets." Public relations was thought of as advertising, and therefore become taboo. Rotary's image began to disappear in many communities. The need for proper public relations was not to be addressed by Rotary until the 1960's, and even today it

is still sometimes condemned as "advertising."

No, the effort to help the crippled children of the world is not new to Rotary. At a time when there were between 350,000 and 400,000 crippled children in North America, "Daddy" Allen, following thunderous applause, delivered a message to the children of the world from the podium of the 1925 Rotary International Convention in Cleveland, Ohio, U.S.A. At a time when the strange disease, sometimes called spinal meningitis and/or infantile paralysis was not even understood by scientists, "Daddy" predicted a cure. At a time when Rotary's resources were few and meager, he predicted eventual victory. He even suggested the then unthinkable—that Rotary join with other organizations in this service concept. Listen to his words:

"Our message is to crippled children. It is made to Rotarians because through them it will be broadcast to the crippled children of the world, as Rotarians believe that that which constitutes the supreme worth in life is not wealth nor position nor ease nor fame, not even happiness—but service. Nothing counts but service, and that counts always. So to you, throughout the world, crippled children, love and greetings.

Edgar F. "Daddy" Allen



"We wish to be instrumental in promoting your welfare, intelligent in the application of our services to you. We wish to see repaired the tragedies of nature and accidents which have been so unfortunately registered in your little bodies. We wish to see the bent straightened, the broken repaired, the weak strengthened. We want to see you take your place in society with the rest of us. We also wish to see measures taken through science, education, and government which will not only make this possible, but which will prevent such conditions in other children in the future.

"To this program we have dedicated our lives; and in the realization of it we seek the cooperation, support, counsel, advice, and heartfelt interest of all persons, societies, and organizations who agree that human sympathy for your suffering, as for all suffering, is the motive spirit of civilization. It is our belief that Rotarians will be leaders in bringing about the realization, which will bring to you health, education, happiness, and a greater opportunity for you to serve others. In this conviction is our hope and our prayer, and it looks to the fulfillment of your hopes, and the prayers of your parents. Crippled children of the world, I thank you."

This message was delivered to the Associated Press for publication throughout the world. Was it indeed a message of hope? No, 62 years ago it was a *dream* of hope—a *promise* of hope. The PolioPlus Program of today is the *message* of hope—a *promise fulfilled*.

Herbert Pigman, former general secretary of Rotary International, now PolioPlus Immunization Task Force Director, likes to explain why our task is so urgent—why we cannot wait until our 100th anniversary to realize "Daddy's" dream—with a few words from Chile's Nobel Prize winning poet, Gabriela Mistral:

The child cannot wait.

Right now is the time his bones are being formed;

His blood is being made, and his senses developed.

To him we cannot answer "tomorrow."

His name is "today."

When the 18-year-old son of Edgar F. "Daddy" Allen died because of inadequate medical care following an accident, "Daddy" began to work to prevent the recurrence of such tragedies. He sold his business and headed a drive that financed a specialized hospital. He became intensely concerned with the plight and neglect of crippled children and persuaded other Rotarians to join with him in founding the Ohio Society for Crippled Children. With considerable help from Rotary clubs, that statewide group developed into the national Easter Seal Society of the U.S.A. Rotary's founder, Paul P. Harris, was the first chairman of the national Easter Seal Society and later of the international Easter Seal Society as well. ☉

• Michael G. Pedrick, of Sand Springs, Oklahoma, U.S.A., is a past director of Rotary International, past trustee of The Rotary Foundation of R.I., and a member of the U.S.A. PolioPlus Campaign Committee.

Presidential Citation Program 1987-88

ROTARIANS—
UNITED IN SERVICE—DEDICATED TO PEACE



For Club Presidents and District Governors

The 1987-88 R.I. theme is a statement of Rotary's purpose and a call to action. It reminds Rotarians of who and what they are as well as their goals. Rotarians always have before them opportunities to serve and seek peace in their own vocations, their communities, and the world. Let people know that ROTARIANS truly are UNITED IN SERVICE AND DEDICATED TO PEACE.

The 1987-88 Presidential Citation Program offers Rotarians, Rotary clubs, and district governors an opportunity to demonstrate that they are committed to service and peace in a special way. The Citation, signed by the R.I. president and the district governor, will be given to Rotary clubs that meet five of the following eight objectives:

1. Achieve a three-percent net gain of members in your club. (In order to offset normal attrition of 10 percent, a 13-percent gross gain is needed. Membership gains will be computed on the basis of increases from 30 June 1987 to 30 June 1988.)
2. Sponsor a new Rotary club.
3. Sponsor a new Interact club, Rotaract club, or Rotary Village Corps.
4. Initiate at least one new service project in vocational service, community service, or international service during your year.
5. Achieve participation by club president and secretary in the district assembly.
6. Increase club representation at the district conference by 10 percent over last year's representation.
7. Increase contributions to The Rotary Foundation of R.I. by 10 percent over last year's contributions, not including PolioPlus.
8. Meet the PolioPlus goal.

The district governor will judge and certify the clubs in his district that qualify for the award, and should notify the Secretariat by providing the names of the qualifying clubs and club presidents no later than 30 July 1988.

A district governor also will qualify for a 1987-88 Presidential Citation if:

- A. Fifty percent or more of the clubs in his district qualify for the above recognition; or
- B. The district achieves five out of seven of the following goals:
 1. A net increase of three percent in the number of Rotarians in his district;
 2. A three-percent increase in the district attendance average;
 3. A 10-percent increase in total attendance at the district conference, in comparison to the previous year;
 4. A 10-percent increase in the total attendance of club presidents and secretaries at the district assembly, in comparison to the previous year (or a 95 percent attendance of club presidents and secretaries);
 5. A minimum of a 10-percent increase in the total contributions to The Rotary Foundation of R.I. by clubs in the district, in comparison to the previous year, not including PolioPlus contributions;
 6. The addition of two new clubs in the district;
 7. Meets district goal for PolioPlus.

District governors, upon meeting the above goals, should notify the Secretariat with an appropriate summary, citing the names of the clubs qualified to receive the award and relevant details concerning activities with respect to district goals.

What it means to be a Paul Harris Fellow

by William E. Skelton

The Rotary Foundation of Rotary International is a resource for Rotarians to use—a resource for fulfilling our greatest hope of world understanding and peace. Rotarians are effectively using this resource to provide opportunities for education, international understanding, and relief from hunger and disease.

To an individual, Paul Harris Fellow recognition means a commitment to help people in less fortunate situations have a better life.

It is interesting to note that the contributions represented by the now more than 176,000 Paul Harris Fellows almost equal the amount spent on programs of the Foundation—more than U.S. \$170 million. These contributions have made it possible for the Foundation to invest twice as much in programs this past year as we spent only two years ago. And in this two-year period more has been spent on programs than was spent in the 32-year period from 1947 through 1979.

When a contribution of U.S. \$1,000 or more is given, The Rotary Foundation recognizes a person, with his or her permission, as a Paul Harris Fellow. For those who continue to make contributions beyond the \$1,000, the Foundation presents a sapphire pin. Some contributors do not desire public recognition, in which case the contribution can be made anonymously. The important thing is to contribute by whichever method you desire, so that you can be a part of helping people in need.

In 1969, I became a Paul Harris Fellow so that I could join other Rotarians in supporting Rotary's international programs. At that time, there were approximately 500 Paul Harris Fellows in the world. Now, their numbers are growing by about 25,000 per year.

As Rotary International President in 1983-84, it was an honor to be asked to personally present 2,040 Paul Harris Fellow recognitions to people who care throughout the Rotary world. That was among my most welcome duties.

Rotary has become a major force for international understanding and peace. This has not happened just because we wished it so. It happened because people have made contributions to aid in carrying out this objective. They take pride in this, and know that they are helping those in need through the programs of Rotary International.

Every certificate of appreciation presented to a Paul Harris Fellow represents:

- more than 8,000 children immunized against polio;
- all the playground equipment for an orphanage in Korea;
- the restoration of eyesight to 130 people in Zimbabwe;
- treatment of all leprosy cases in a Philippine village for a year;
- 10 wells in Bangladesh that double rice production and triple vegetable production on small farms;
- six months of vocational training in electrical repairs for a young man living on an island in the Caribbean;
- living expenses for a Rotary volunteer for four weeks of service.

This is what being a Paul Harris Fellow means—improved living conditions; increased food production; better education, treatment and rehabilitation of the sick and disabled; and improved international understanding through our education and exchange programs.

Every Foundation Scholar has the potential to be a part of bringing about understanding and world peace. Every Group Study Exchange team makes yet another inroad to dispel the national and cultural barriers that separate us. Each and every Health, Hunger, and Humanity or Special Grant project, large or small, lightens the burden of poverty and despair that affects so many less fortunate people. In addition to these programs, we now have the U.S. \$120-million PolioPlus Campaign. Most clubs are responding by setting their contribution goals higher than their original shares.

PolioPlus is an enormous humanitarian undertaking, but the program

is just a part of an even larger objective—one that will require all our resources, all our imagination, all our energy, all our commitment. That objective is world understanding and peace.

We need to expand our humanitarian programs to improve the lives of those less fortunate than ourselves. We do this with the knowledge that every action we take to help people is a step closer to peace.

I urge support for International Service through contributions to your Rotary Foundation. If you do not wish to have public recognition from the Foundation in appreciation of your gift, then I ask you to make your contribution anonymously.

Recognition is not the important concern. What is important is your financial support. The more than one million Rotarians working together can make a difference. ☼

• *Rotary Foundation Trustee William E. Skelton is a past president of R.I., immediate past chairman of The Rotary Foundation Trustees, and current chairman of the Foundation's Finance and Major Gifts committees.*

In 1984, then R.I. President William E. Skelton presented a Paul Harris medal and pin to Chris Pedroni, officially recognizing him as the 100,000th Paul Harris Fellow. Only three years later, the number of Paul Harris Fellows has grown to more than 176,000.



A message from the president . . .

A wake or a revival?

It was hard to believe! For more than 40 years, no meeting of the Vocational Service Committee at the Rotary International level had been held.

How could this be? Vocational Service, one of the four avenues of service—Vocational Service, inevitably connected to one of the hallmarks of Rotary, our classification system—Vocational Service, out of which so many codes of ethics sprang in the early days of Rotary. Many Rotarians believed (and still do) that it is an essential part of the life blood of Rotary.

But the truth is, with rare exception, for 50 years we have neglected Vocational Service at every level—club, district, and international. It has become too common to let a 4-Way Test plaque or a career day in a local school suffice. How often have we heard, "Vocational Service is not a club obligation but rather the personal obligation of each Rotarian in his business or profession." What a convenient excuse! The R.I. data base on Rotarians several years ago dropped all classification and vocational information about our membership, as an economy measure.

For years, sincere club presidents and district governors have puzzled over ways to breathe new life into Vocational Service. In the Object of Rotary, it seems clear enough:

"To encourage and foster . . . high ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation as an opportunity to serve society."

But how can we give new meaning through practical steps by clubs and Rotarians to this marvelous statement of our ideal?

We have, in my view, reached the time to reevaluate Vocational Service. Is it needed, or is it outmoded? Have the unions, trade associations, consumers groups, government regulations, and professional code enforcers taken over the need for volunteer concern in ethical matters?

The answer seems clear. The flood of news the world over about the breakdown in ethical standards in the marketplace and the workplace, in government and sports, indeed in all phases of life, simply cries out for renewed interest by all who would see honesty and fair dealing return as the accepted standard.

Accordingly, I appointed and convened in mid-August a Vocational Service Committee, chaired by Past Vice-President William T. Sergeant of Oak Ridge, Tennessee, U.S.A., which includes seven distinguished Rotarians representing every region of the Rotary world, each with a record of long involvement and achievement in Vocational Service.

The committee's thoughtful report has been filed with the Board, for consideration at its November meeting. Its bold recommendations include a finding that Vocational Service remains viable, perhaps more important than ever. It urges a new focus and emphasis on club responsibility in addition to personal responsibility for Vocational Service, and identifies specific responses for each.



Sighted, semi-sighted, and blind persons are trained to operate a braille printing press through a Rotary-sponsored project in Nigeria. The press produces educational materials for the blind, assisted by Rotarians in Nigeria and the Rotary Club of Marburg, Germany. The project, with a major focus on Vocational Service, is supported by a U.S. \$254,000 grant from The Rotary Foundation of R.I. through the Health, Hunger, and Humanity Program.

The committee further suggests a careful restatement or definition of Vocational Service, a code specifically for Rotarians in business and professions, a revision of the club committees under Vocational Service, and a complete restatement of Rotary literature on the subject. Pointing out that the Rotary motto, "He Profits Most Who Serves Best" has been too often misunderstood, the committee urges it be dropped and that Rotarians concentrate on "Service Above Self," as a more truly representative motto.

The committee also urges expanded use of Vocational Contact Groups, Vocational Scholarships in The Rotary Foundation, and other innovative ideas. It is one of the most exciting Rotary documents I have ever read.

The Board of Directors can sink its teeth into real substance, as it considers this report. Adoption of any substantial part of its recommendations will signal a new day for Vocational Service in Rotary. I invite letters to the editor on this fundamental phase of Rotary. You can help the Board evaluate the current status and future direction for Vocational Service. Let's hear your response to the clarion call of the Vocational Service Committee.

Charles C. Keller

CHARLES C. KELLER
President, R.I.

THIS ROTARY WORLD



Take a new look at Vocational Service: President Keller has noted that, worldwide, Vocational Service, once a cornerstone of club activity, is now the most neglected Avenue of Service. If that is the case in your club, then October, designated as Vocational Service Month, is a good time to emphasize the participation of each Rotarian in the everyday practice of this aspect of Rotary's object, with special attention to high ethical standards in the workplace and application of The 4-Way Test.

October is a good month to initiate club projects on career guidance for young people, employment assistance for older, displaced, or disadvantaged workers; or programs on drug abuse or illiteracy in the workplace (see pages 52-54). For ideas, see the pamphlet *What We Can Do in Vocational Service* (501-EN) and volume three of the *Rotary Basic Library* (993-EN).

President's schedule: After spending the early part of October at the Central Office in Evanston, President Charles C. Keller will preside over the Asia Regional Conference in New Delhi, India (12-15 October). He will then attend a joint conference of the 10 districts in Korea, following which he will return to the U.S.A. for club visits during the latter part of October.

New branch office: The eighth branch office of the R.I. Secretariat opened on 1 July in Manila, Philippines. The Southeast Asia Branch

ROTARY NEWSLINE

Office will provide service, communications, and publications supplies for 775 Rotary clubs in 17 districts. The area served includes nine countries: Brunei, Hong Kong, Indonesia, Macau, Malaysia, Philippines, Republic of China, Singapore, and Thailand.

The office is located on the third floor of the Philcox Building, 172 Salcedo Street, Legaspi Village, Makati, Metro Manila 3116, Philippines.

New regional magazine: The debut of *Rotary Nigeria* increases the number of Rotary regional magazines to 26 in 21 languages. Nineteen of these are official magazines. The new magazine, published in English, will begin working toward "official status" in January 1988.

Meetings this month:

- 6-7 October ... Investment Advisory Committee, Zurich, Switzerland.
- 6-7 October ... Extension Committee, Evanston, Illinois, U.S.A.
- 7-9 October ... 1989 Convention Committee, Seoul, Korea.
- 12-15 October ... 1987 Regional

- Conference, New Delhi, India.
- 26 October ... Executive Committee of The Rotary Foundation Trustees, Evanston.
- 27-28 October ... Finance Committee of The Rotary Foundation, Evanston.
- 27-28 October ... Programs Committee of The Rotary Foundation, Evanston.
- 27-28 October ... Development Committee of The Rotary Foundation, Evanston.
- 29-31 October ... Trustees of The Rotary Foundation, Evanston.
- 31 October ... Joint Committee of the R.I. Board and the Trustees of The Rotary Foundation, Evanston.

Vital statistics: As this issue goes to press, there are 23,129 Rotary clubs with a membership of 1,040,052 in 460 districts and 161 countries and geographical regions. Also, there are 5,348 Rotaract clubs with a membership of 106,960 in 112 countries; and 5,310 Interact clubs with a membership of 116,820 in 85 countries. In 1987-88 an estimated 10,000 young people will participate in Rotary Youth Exchange programs. Number of Rotary Village Corps: 540. Grand total of Paul Harris Fellows: 177,926. Contributions to the PolioPlus Campaign: U.S. \$42.7 million.

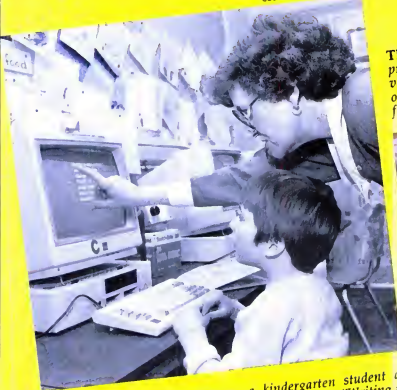
Future conventions of R.I.: Philadelphia, Pennsylvania, U.S.A., 22-25 May 1988.
Seoul, Korea, 21-24 May 1989.
Portland, Oregon, U.S.A., 27-30 May 1990.
Mexico City, Mexico, 1-5 June 1991.

IMAGES OF ROTARY

Pakistan—A physician examines a patient at a medical/dental camp, sponsored by the Rotary Club of Lahore. Rotarians provided free treatment and medicine for about 100 people in the village of Abu-al Khair.



Australia—Members of the Rotary Club of Gosford, N.S.W., display their enthusiasm and spirit at a carnival to promote local industry and tourist attractions of the Central Coast. The club is also publicizing its "Fly the Flag" campaign and selling Australian flag kits to encourage citizens to commemorate the nation's bicentennial in 1988.



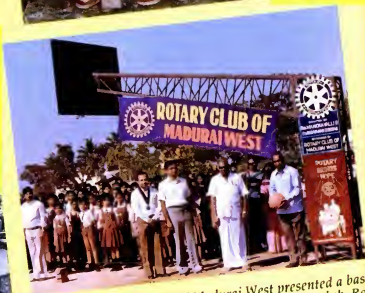
Thailand—A boy learns the art of cutting precious stones as part of a vocational service project sponsored by the Rotary Club of Denchai. The club provided instruction for five girls and two boys.



Ohio, U.S.A.—Salomon Tatum, a kindergarten student at Washington Elementary School, participates in the "Writing to Read" program sponsored by the Rotary Club of Niles. During the 13-week course, the children use computers as tools in learning to read and write. The program was developed by the IBM Corporation to help kindergarten and first-grade students transmit oral communication into written form.



Illinois, U.S.A.—The Rotarians of Moline have their own special recipe for success: a food concession stand at the annual Moline Riverfront Festival on the banks of the Mississippi. Last year, club members raised nearly \$800 for club projects to benefit the community.



India—The Rotary Club of Madurai West presented a basketball court to a local school, site of the Interact club. Rotarian Narayanan Subbiah donated 12,500 rupees to get the ball bouncing.

THE CLUBS IN ACTION

As the community's business leaders, Rotarians are in a special position to provide vocational service to youths and adults. This October, clubs should seek new ways to commemorate October as Vocational Service Month. The following projects reflect the commitment of club members to both their community and profession.—EDS.

The Midas Touch— a golden opportunity

The Rotary Club of Los Angeles, California, U.S.A., and the Volunteers of America jointly sponsor the MIDAS TOUCH—a special project that, as the Greek legend implies, is dedicated to giving individuals an opportunity to make their dreams come true.

In this case, the program benefits youngsters from low-income families. It encourages successful business people to participate with kids from underprivileged backgrounds in give-and-take workshops based on the theme of personal incentive in free enterprise.

In 1985, more than 80 Rotarians, businessmen, and 100 youngsters joined in the program. Bob Jordan, the club president, noted, "Rotarians immediately saw this project as a dramatic way to reach out to inner-city youth and bring them into the business world of this community."

Since then, there have been several additional MIDAS programs, each tailored for about 100 young men and women. Subjects have included Career Planning in the 80's, Minority Enterprisers in Small Business, Getting Started in Your Own Business, the Business of Sports, and ABC's of the Job Search.

Rotarians and other business leaders serve as workshop panelists and administrators. Their responsibilities include planning workshops, greeting observers and guests, and—by far the most important—spending a great deal of time with the youngsters on a one-on-one basis.

During the three-day program, each student was assigned to a work group with a volunteer counselor to create a group plan for a small business. Each group presented its plan to a panel of Rotarian judges. The winner received an award, generating interest and self-confidence. Just as important, the MIDAS TOUCH experience offered fun and camaraderie. Rotarians organized a special variety show composed of entrepreneurs in the entertainment business. For kids who never expected to be the honored guests at a perfor-

mance just for them, it was the "evening of a lifetime."

Adds Rotarian Bob Pratt, president of the Volunteers of America of Los Angeles, "As the youngsters received their graduation certificates, it was readily perceived by MIDAS's all-volunteer staff that there was something remarkably new and exciting about each student. There was a sparkle of hope in the eyes of our kids then; kids who needed, very much, to have that sparkle happen."

The MIDAS experience does not end with the three-day program. There is a one-year follow-up during which each youngster is encouraged to implement a plan for a summer business. Participants work from a MIDAS Business Handbook and send their material in at each stage of development for formal review by a mentor group composed of Rotarians and other businessmen.

What began as a novel idea in a local community has now been adopted by the Volunteers of America as a national project for fiscal year 1986-87. The Volunteers of America is a non-profit organization established in 1896 to help the needy. Because of its success, the MIDAS program will be organized in 10 target cities throughout the U.S.

Exploring new vocations

Rotarians in Las Vegas, Nevada, U.S.A., have been prime movers in a career-awareness program that has benefitted 2,715 teens during the past school year. The Career Awareness Exploring program, organized through the Boy Scouts of America, provides funds and speakers to discuss different vocations, job opportunities, work skills, and educational requirements for various careers. The program also enables students to make contacts in a particular profession and exposes them to "new" careers and job possibilities.

Rotarians are ideal candidates for the program, since they represent a wide cross-section of the community's business leaders. In Las Vegas, Rotarians and other businessmen made 96 presentations at seven local high schools. Speakers ranged from a theatre arts professor to an insurance salesman. Both the Boulder Dam Area Council Scout executive and council Exploring director are



High-school students Leo Silva and Maria Armas present U.S. First Lady Nancy Reagan with a MIDAS TOUCH T-shirt in appreciation for her support. Mrs. Reagan was on hand to help kick off the program's expansion in 10 U.S. cities.

Rotarians. Marshall Darnell, a member of the Rotary Club of Las Vegas Southwest, adds, "One of the most important decisions we ask young people to make is what they will do with the rest of their lives." Thanks to the Exploring program, Rotarians are helping young people discover their future.

• The four Rotary clubs of Kauai, Hawaii, have undertaken an ambitious project to help students prepare for entry into the "real world" upon leaving school. The club started the "Partners Project" in 1985, which matches businessmen—usually Rotarians—with students. In Kauai, the clubs have nearly 100 classifications.

The club distributes two forms—one to students, the other to club members. Students choose their career choices from a list of 138 fields, while Rotarians select an area of expertise from a list of career backgrounds. (In 1986, accounting was the students' number one choice.) With the help of the Boy Scouts Aloha Council, the surveys were tabulated by computer and cross-matched.

In addition to providing speakers, the Rotary club offers vocational tools (such as a job-interview video produced by the club in 1983) and organizes visits to local businesses for a firsthand look at a particular profession. The Rotarians also participate in the annual Career and College fair held in Kauai to publicize their career-guidance programs and speakers.

Rotarians and youth: partners of the future

Irving Marks is an exceedingly modest man, even though he is a world-renowned accountant responsible for the million-dollar contracts of several famous athletes. He is also a paraplegic, which does not deter him from laborious trips to a local middle school to discuss his favorite topic—accounting—with students. On Capitol Hill, U.S. Congressman Joseph J. DiGuardi leaves the busy halls of the House of Representatives to similarly converse with young people interested in governmental services. Both of these men are C.P.A.'s, both are incredibly busy—and both are Career Partners.

In 1984, the Rotary Club of Port

Chester-Rye Brook, New York, U.S.A., teamed up with the YMCA of Central & Northern Westchester to address one of the most serious problems facing the world's youth today—unemployment. The "Career Partners" program was designed to bring together students in sixth, seventh, and eighth grades with the community's top business leaders.

In the past three years, the YMCA has initiated programs in four communities—all very different in economic and ethnic composition. The program has met with success in each. Over 200 Career Partners have shared their professional experiences with several Westchester County schools. Role models have been

male and female; black, white, and Hispanic—all with the common desire to help young people.

Explains retired school principal Henry M. Smalls, a member of the local Rotary club, "Our volunteers represent a broad spectrum of jobs and professions. The message is simple—the world of work is friendly and beneficial if you are prepared."

Club members hope that the program will have widespread application in helping to lower the national dropout rate. Henry adds, "We're certain the program will not cure youth unemployment. But, we are just as certain that the program has the potential to 'turn on' a significant number of youth."

Rotary rugs—vocational service with a new weave

Since the Soviet occupation of Afghanistan, millions of refugees have fled the country in search of freedom. The greatest number—over three million—have settled in Pakistan. Although their basic human needs are met by the United Nations High Commissioner for Refugees (UNHCR), the government of Pakistan, and private voluntary efforts, the Afghan refugees are still in desperate need of work.

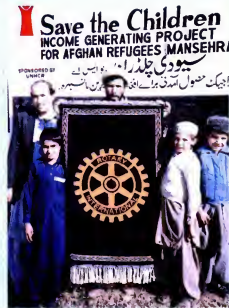
The Rotary Club of Corbin, Kentucky, U.S.A., learned of the refugees' plight from Mrs. Oranell "Charlie" Brasel, a 76-year-old retired elementary school teacher who spoke to the club about her experiences in Pakistan. Mrs. Brasel, a volunteer with the Save the Children Federation (SCF), helps refugees design and produce handicrafts for marketing in the U.S.

The Rotarians were so impressed by Mrs. Brasel's commitment that they agreed to support a refugee project of her choosing. A few months later, SCF launched a new project that has the potential to provide employment for hundreds of refugee Afghan weavers. Their goal is to produce custom carpets and rugs for sale to international companies and social organizations.

Mrs. Brasel encouraged SCF to create a custom rug for the Corbin Rotary Club—designed and produced by refugee artisans—with the traditional blue and gold Rotary

emblem woven in the center. The effort was supervised by SCF's project director, former Rotarian W.H. "Jim" Soules of California.

SCF recently presented the rug to Rotary International, where it was favorably received. It was then sent to the Rotary Club of Corbin, where it was placed on display. This project offers refugees more than an opportunity for support—it also maintains their independence and self-esteem. For more information, contact Thomas McClure, Director of the Pakistan Field Office, Save the Children, 54 Wilton Road, P.O. Box 950, Westport, Connecticut 06881, U.S.A.



Afghan refugees proudly display a rug designed especially for Rotarians.

PICK-A-PROJECT

Rotary—a vocational matchmaker

BY SHERRY ABBOTT

Dun & Bradstreet has just announced that Gwinnett County, Georgia, is the fastest-growing county in the U.S.A., for the third consecutive year.

Members of the Rotary Club of Peachtree Corners (Gwinnett County) didn't need the report to know that quality employees at all levels are in short supply. With new businesses moving in every day, employers are finding recruiting to be a never-ending job.

Peachtree Corners has been the hub of Gwinnett County's high-tech growth over the past decade. Although electronics and computer industries dominate the area, there are also a large number of new restaurants that need workers so badly they're willing to pay teenagers \$8 an hour. The Gwinnett County Public Schools are enrolling 18 new students every day, with an increase of about 4,000 students a year. The county's senior-citizen population has tripled since 1970. Two years ago, Rotarians in Peachtree Corners brainstormed a plan to bring this potential job force together with local business.

The result was a Job Fair, which matched 900 job-seekers with 40 business owners. In addition, the event provided Gwinnett County students with \$4,000 in scholarships.

"The Job Fair is a quick, inexpensive method for business people to recruit manpower for today and the future," says Rotarian Jack McLachlan, who coordinated the first Fair in 1986. "At the same time, we help the youth and senior citizens of the community by giving them an opportunity to work."

Gwinnett's high-school counselors are also enthusiastic about the idea. "It not only gives students an op-

portunity to make contacts about jobs, but to see what kind of education they need for the career they're interested in," says Marie Beiser, a counselor at Brookwood High School. "It also gives the students some insight about different levels of expertise. They found out that the restaurant business has a corporate level, for example, and not just jobs for cooks and waiters."

Brooks Coleman, 1986-87 Rotary club president, and J.P. Harrington, the 1987 Job Fair Chairman, built on last year's fledgling success to increase the participation and more than doubled the number of scholarships given this year. Some 1,500 potential employees attended and 52 businesses set up exhibits. About \$10,000 was raised (from booth sales) for scholarships, which went to high school seniors, and vocational and trade students.

Brian Stowe, a 1986 honor graduate of Dacula High School, received one of the Job Fair scholarships and applied it toward tuition at the Georgia Institute of Technology in Atlanta. He is now a second-quarter freshman majoring in mechanical engineering. "The Rotary club really helped me," says Brian. "It made me feel good to know that working for high grades has been worthwhile."

The employment program manager for the county's aging center is still following up on contacts made at the 1987 Job Fair. "It was fantastic—very uplifting for our senior citizens," says Ralph Perlman. "It gave our members a chance to offer their 25 or 30 years of work experience to businesses."

For Rotarians who wish to establish a similar project, Brooks Coleman offers these guidelines:

- Solicit support from your local

Board of Education (they will produce the students) and the Chamber of Commerce (they will deliver the businesses).

- Establish a budget based on anticipated revenue. This will be earned through the sale of booths to businesses. (Peachtree Corners charged \$300 a booth.)

- Select a steering committee, and sub-committees, to handle everything from advertising to food vendors. A detailed deadline schedule will ensure success.

- Organize the members of your club to call on businesses and sell booths. Each Rotarian in Peachtree Corners was expected to sell at least one booth, and all members were expected to help on Job Fair day.

- Select a large enough location for the Job Fair (including adequate parking). It should be an enclosed area with heat, air, electricity, and a microphone system.

- Appoint an advertising committee to create a promotional brochure, posters, and invitations. They should also establish contacts with the news media.

- Host a luncheon meeting for all school-system counselors, administrators, and local college representatives. Give them posters, invitations and brochures, and enlist their help in getting students to turn out for the Job Fair.

- Obtain a mailing list of all businesses from the Chamber of Commerce. Mail invitations to each one—everyone needs good employees.

- Place posters and brochures in key locations throughout the community, and purchase media advertising.

Preparing for each Job Fair took three months of dedicated work, but it was worth the effort. "When you believe in this project, success is assured," adds Jack McLachlan. "Your club will be even closer than it is now. Industry will know Rotary. The schools will know Rotary. And Rotary will know both industry and the schools. Everybody wins because everybody works to help the other fellow."

- Sherry Abbott, a resident of Peachtree Corners, is the Director of Informational Services for the Gwinnett County Public Schools. She is also a free-lance writer and former newspaper reporter.



© CLELAND

A dream in the making

BY STEPHEN D. WENGER

As Rotarians reach out to fellow club members around the world, the scope of what Rotary can do is expanded beyond local parades, fish fries, and flower sales. When one considers the impact of eliminating polio from the earth, or drilling water wells in Honduras, one begins to realize the vast reach and potential of Rotary.

It was with those thoughts that the idea of a large-scale project first began within the Rotary Club of Westerville, Ohio, U.S.A., during the club's celebration of its 25th anniversary in 1982.

That year, then president Rich Seils, along with Ken Spicer and Joe Barone, (who would become president in 1983-84 and 1984-85, respectively) carefully selected a committee of eight members and charged them with finding such an endeavor. The committee reported back to the board that the community was in greatest need of a housing project for senior citizens.

The board of directors approved this recommendation immediately and prepared to present it to the general membership. The board was careful to present not only the assets of this project but its risks as well. The project would cost millions of dollars (not to mention U.S. \$10,000 of the club's money up front), and thousands of man-hours in meetings, planning, and execution. In addition, the club's reputation was on the line.

But the club membership rose to the challenge in the notion that "believing is seeing," and approved the project. The rest of this story is a look at the triumph of the small over the large, of how a group of individuals—the Rotary Club of Westerville—pursued, chased, and fulfilled a dream.

In May 1983, a nonprofit corporation was formed stating our purpose and goals in order to meet all the local, state, and federal requirements. It was named The Westerville Rotary Elderly Housing Corp.

In June 1983, we examined various financing options. The Ohio Assistant Commerce Director first approached the Federal Housing and Urban Development (HUD) on

the club's behalf and received a favorable response. However, to fulfill HUD requirements, the next several months were spent in obtaining tax-exempt status, filling out application forms, and formally presenting the club's goals and background. Establishing credibility with the government was essential in gaining HUD's approval. This aspect of the project was the most critical, but also the most tedious, time consuming, and often frustrating, as the request moved up the government levels for approval.

But our patience and persistence paid off. In September 1983, HUD and the federal government approved the project in principle. HUD stated that if the club could present satisfactory plans, show financial stability, and a workable cash flow, then they would approve a 60-unit housing project. This would include funds up to \$2.1 million for construction and \$250,000 annually for 40 years in rent subsidies to senior citizens, based upon need.

Back in the Rotary Club of Westerville, Ohio, a ripple of excitement went through the membership. Both enthusiasm and fear were expressed. For some, it was disbelief that a project of this magnitude could really happen; for others, *what have we done?* For all, it was proof and encouragement to proceed with the growing confidence that all things are possible, and to go forward with the dream.

When the initial closing for the project was made, the first funds were awarded from HUD. A board of directors for the Westerville Ro-

tary Elderly Housing Corp. was established with nine members—eight from the Rotary Club of Westerville and one member at large from the general public of Westerville.

The final plans for construction were reviewed and drawn up. Our goal was to provide high-standard housing to the low-income elderly of the area. The Rotary club's dream was not just to create an apartment to sit in, but to provide amenities for living. A community room for the residents was added to the plans, which included a television, piano, VCR, radio, a library, a fireplace, and a patio. Applications exceeded availability long before the project was completed.

When the construction began, inspections of the progress were made almost daily. Dedication ceremonies were held on 14 July 1985, covered by the local press and television. The building was fully occupied by the end of summer with a two-year waiting list of residents.

The complex consists of 60 units made up of six apartments for the handicapped, 15 efficiency apartments, and 39 one-bedroom apartments. In a local contest sponsored by the Rotary club, the facility was named "The Harris House" after Rotary's founder, Paul Harris.

Our project is suddenly a reality and no longer a dream.

The Westerville Rotarians have a permanent reminder, made of brick and mortar, showing that a dream can become reality. Each time a club member drives past, this facility will be a constant reminder of the meaning behind "Service Above Self."

• Stephen D. Wenger is a member of the Rotary Club of Westerville.



A dream fulfilled—Rotarians Billy Saltz, Morris Briggs, and Paul Askins share honors at the ribbon-cutting ceremony at The Harris House.

POLIOPLUS REPORT

12 new countries receive PolioPlus grants

The Trustees of The Rotary Foundation of R.I. have approved 12 new PolioPlus projects. This brings to 54 the total number of countries with projects approved since 1979. Of the 12, eleven are in Africa: Burkina Faso, Guinea-Bissau, Swaziland, Cameroon, Guinea-Conakry, Madagascar, Rwanda, Togo, Zaire, Lesotho, and Zimbabwe. Six of the countries have been approved for initial one-year grants, while the others have been approved for five years. The Foundation Trustees will consider four-year extensions of those six projects at their meeting this month. The Dominican Republic, the only new project country not in Africa, was approved for five years.

The PolioPlus grants approved for these countries equal U.S. \$3,088,000 and represent the protection of 11,143,000 children from polio. The total amount in PolioPlus grants now equals \$40,588,900.

Special patrons of PolioPlus

Lord Snowdon of Great Britain, himself a polio victim, has agreed to become Patron of PolioPlus for the United Kingdom, Ireland, and Gibraltar (U.K.I.G.). Lord Snowdon is a professional designer, filmmaker, and photographer who has had a longstanding interest in helping the physically disabled.

In 1972, his concern for the handicapped led him to design an innovative wheelchair for one-handed operation. As chairman of the group, "Working Party on Integrating the Disabled," Lord Snowdon helped produce a 1976 landmark report on integrating the handicapped into mainstream society.

As a patron for PolioPlus, Lord Snowdon will help the U.K.I.G. PolioPlus Committee in fund-raising campaign efforts. He said upon accepting the position, "Perhaps

there seems no great risk of our children becoming disabled from polio in [Britain] because the importance of immunization has been realized. But maybe we tend to forget that for three quarters of the world's children, polio is still a very real threat."

Another encouraging note: The Sweden PolioPlus Campaign Committee reports King Carl Gustaf of Sweden has agreed to act as patron for the campaign in that country.

PolioPlus hotline

This month, clubs will begin the solicitation drive for members to contribute their own funds to the PolioPlus Campaign. Each club has its own goal based on a suggested level of giving. All club fund-raising goals are to be reached (and even surpassed, if possible) in cash and personal pledges by the 1988 R.I. International Convention in Philadelphia, Pennsylvania, U.S.A.

To help clubs attain their goals, Rotary's PolioPlus Campaign staff is offering new tools and resources. The latest, up-to-the minute information on PolioPlus is now as close as your telephone. The Campaign has installed a new toll-free number accessible to callers who have personal computers.

The number—1-800-255-9952—can be called 24 hours a day from any state in the U.S. The new information service, called the PolioPlus News Basket, provides information in print, not by audio. A personal computer and telephone modem are needed to receive it. To use, please keep in mind the following:

- Before dialing, set up your computer so that it will record the information. This will allow the caller, at his convenience, to read the message or print it out after the transmission is complete.
- The call will terminate after the message has been sent. Transmission time will not exceed three minutes. If the caller halts the scrolling of the message on the screen, the call will disconnect after three minutes whether the entire message has been received or not.

The service will offer the latest information on the campaign's progress, news of major gifts and unusual fund-raising projects, and reports on immunization programs in different countries.

Other helpful resources

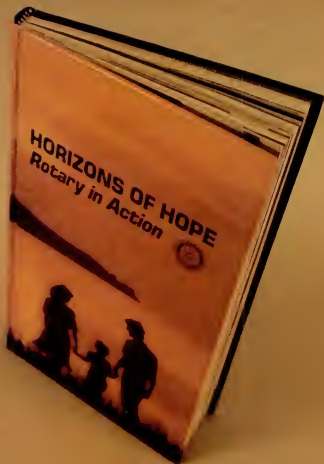
A new audiovisual for PolioPlus was introduced at the 1987 International Convention in Munich, Germany. Entitled *PolioPlus: From Vision to Reality* (072-EN), it focuses on the most recent immunization programs and on the developing fund-raising campaign. Copies of the video can be purchased from the R.I. Secretariat for U.S. \$29.00, including delivery.

Another video, *The PolioPlus Story* (164-EN), continues to be an important resource for the campaign. It is available in 10 languages, five of which are new—Finnish, German, Italian, Korean, and Swedish—in addition to English, French, Japanese, Portuguese, and Spanish. *The PolioPlus Story* covers the history of poliomyelitis, the effects of the disease, and the PolioPlus plan for its control worldwide.



A weighty proposition—John Henry, 1986-87 governor of District 503 (Canada and U.S.A.), checks the scale in a weight-loss wager against Shoreline (Seattle, Washington) Rotarian Wayne Cottingham. The loser agreed to pay the winner U.S. \$10 per pound lost, to be donated to the PolioPlus Campaign. Wayne lost 14 pounds; John shed 20.5 pounds, earning U.S. \$205 for PolioPlus. By helping children in developing countries, the men benefitted their own health as well.

THIS BOOK WILL MAKE YOU PROUD TO BE A ROTARIAN



This 172-page beautifully designed hardbound book shows what Rotarians do around the world to lift the lives of others.

Horizons of Hope—Rotary in Action contains more than 80 brief accounts, written in lively newsmagazine style, of projects large and small. From Argentina to Zimbabwe. Illustrated with topnotch, full-color photos, plus a special 16-page color portfolio.

You'll read it with pride. It's the story of Rotary now!

Available in English from the Central Office. U.S. \$14.50. Order today.

Horizons of Hope
Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, Illinois 60201, U.S.A.

THESE ROTARIANS

A man and his (high-tech) machine

They say the best technological breakthroughs take the longest to bring to market. In that case, AUTOTRAK, developed by Dr. John Scholefield, a past president of the Rotary Club of Dennistoun (Glasgow), Scotland, has to be a world-beater. For it has taken no less than 15 years for this remarkable machine to emerge from the research and development laboratories of Strathclyde University, and on to a world market estimated at U.S. \$250 million.

AUTOTRAK is a compact machine which carries out automated microbiological screening of medical specimens such as urine and swabs, together with a host of other products like milk, industrial effluents, and fermentation liquors. AUTOTRAK can analyse up to 150 samples an hour to produce results in less than a minute. A human lab technician takes between four and 18 hours for the same operation.

Rotarian Scholefield, who combines the skills of chemistry with electronics, was head of Strathclyde University's rapid methods microscopy unit in 1970, when he decided to research a better way of screening medical and food samples for microorganisms—a lengthy and costly process involving technology little more advanced than the test tube.

From his first thoughts grew a concept for a machine that would combine chemical processing, optoelectronics, advanced electronics, and precision engineering in one automated package. A technician would merely feed in the samples on a film-coated polyester tape, and within a minute the precise biological nature of the specimen would pop up on a screen, backed up by a printout and disc storage.

Obviously, Dr. Scholefield's prob-

lem wasn't a lack of ideas—it was a shortage of funding. AUTOTRAK was developed on the proverbial shoestring, and supported by the university and several small grants. But it was not until 1984 that Rotarian Scholefield had his financial breakthrough—when he saw a magazine advertisement placed by a California venture capitalist, Kerry Napuk.

Mr. Napuk had recently set up an Edinburgh-based company to help raise equity capital for technology-based projects that were having a hard time finding backing from traditional institutions. Mr. Napuk and Rotarian Scholefield met and found that their chemistry was right.

Mr. Napuk found a London company, Alta-Berkeley Associates, willing to bankroll AUTOTRAK. Negotiations began, and on 6 October



Man makes machine—Dr. John Scholefield and one of the first AUTOTRAK machines. His invention will revolutionize the procedures for biological screening of medical and industrial samples.

1986 a new company called Automated Microscopy Systems was born. Dr. Scholefield is chairman, and the London company and Strathclyde University are the two largest shareholders.

In short order, an AUTOTRAK unit was placed in Glasgow's Royal Infirmary, to test urine samples. Another unit was given a trial run in the private sector, screening milk samples and checking fermentation and effluent control.

AUTOTRAK is now in production,

with a target output of 400 machines in the first 15 months.

Rotarian Scholefield, whose other passion is old cars, says, "I don't expect I'll have much time for my hobby during the next year or so." He'll be giving most of his time to a slightly more complex machine.

[This article is adapted, with permission, from the June 1986 issue of Scottish Business Insider magazine.—EDS.]

Working against hunger

Dr. Norman Borlaug (see photo, opposite page), a 1970 Nobel Prize-winning plant pathologist, recently inaugurated the York Distinguished Lecture Series at the University of Florida, in Gainesville. The series of lectures was established by Past District Governor E.T. York, Jr. and his wife, Vam. Each year, the Series invites two outstanding scientists in agricultural-related fields to the university campus for a week of lectures, seminars, and workshops. (The Yorks have established a similar series at Auburn University [Alabama], their alma mater.)

Rotarian York is a past member (1985-86) of the 3-H Committee of The Rotary Foundation of R.I. He currently serves as chairman of the Board for International Food and Agricultural Development, an advisory body for the U.S. Agency for International Development. The lecture series reflects his lifelong commitment to international and agricultural issues.

Dr. Borlaug's research and development of improved strains of wheat and wheat production practices (known as the "green revolution") have benefited many wheat growing nations of the world, particularly India and Mexico.

During his visit, Dr. Borlaug addressed a meeting of the Rotary Club of Gainesville, speaking about Third-World food production. At the meeting, E.T., a member of the club, presented Dr. Borlaug with a Paul Harris Fellow award in appreciation of the scientist's contributions towards alleviating world hunger.

—JULIA GRADY

That's dedication

Perfect attendance is no accident, as Rotarian George Thornton demonstrated recently. George, a 27-

year member of the Rotary Club of Bloomington, Illinois, U.S.A., was hospitalized for total replacement of both knees. Determined to keep up his attendance, he arranged for one make-up meeting before surgery. A few days after the operation, George convinced his doctor that it was imperative that he leave the hospital for a few hours.

A borrowed van with wheelchair

lift transported George to a nearby town for a club meeting. The process was repeated the next day, and George's 27-year record of perfect attendance was preserved.

Why the extra effort and pain? George says he considers it "just part of the commitment I made as a new member, which I continue to renew each passing year."

—G. L. TUTTLE



Rotarian E.T. York, Jr. (right) presented a Paul Harris Fellow Award and lapel pin to Nobel laureate plant breeder Dr. Norman Borlaug for the scientist's contributions to the alleviation of world hunger. (See item opposite page.)



A governing family—The Shircliff clan doesn't lack for experience when it comes to governing a district. The immediate past governor of District 757 (western Virginia and northeastern Tennessee) is **James V. Shircliff** (left). James's father, **T.M.** (center), is past (1940-41) governor of District 658 (southern Indiana), and his brother, **Robert T.** (right), is past (1975-76) governor of District 694 (now 697—northern Florida).



SPECIAL DISCOUNTS FOR ROTARIANS ON PRINCESS CRUISES "THE LOVE BOATS"

- ROYAL PRINCESS
- PACIFIC PRINCESS
- ISLAND PRINCESS
- SUN PRINCESS
- SEA PRINCESS

REGISTRY: BRITISH

CRUISES TO THE CARIBBEAN, ALASKA,
MEXICAN RIVIERA AND THE
PANAMA CANAL.

DISCOUNTS UP TO 25%

DEPARTURES THROUGHOUT 1987 AND 1988.
FOR INFORMATION OR RESERVATIONS, CALL
TOLL-FREE (800) 547-4790 or (203) 233-2648.

FOR A FULL LISTING OF LOVE BOAT SAILINGS
AT SPECIAL DISCOUNT FOR ROTARIANS,
SEND COUPON TO:

WHITE TRAVEL SERVICE, INC.
342 NORTH MAIN STREET
WEST HARTFORD, CT 06117

NAME _____
ADDRESS _____
CITY, STATE, ZIP _____
PHONE () _____

PR/1067

Rotarian honors

The Alumni Association of the University of the Pacific School of Dentistry in San Francisco, California, U.S.A., recently honored Dr. Stanley E. McCaffrey with the Medallion of Distinction Award (see photo).

Stan, a member of the Rotary Club of Stockton, California, served as president of Rotary International in 1981-82. He became president of the University of the Pacific in 1971, and the Medallion honors his achievements while in that office. Under Stan's tenure, the school's enrollment blossomed to an all-time

high of 6,000 students and the budget grew from U.S. \$22 million in 1971 to \$60 million in 1986.

● **Robert W. Graham**, a past governor of District 503 (parts of Canada and the U.S.), was selected to represent U.S. Secretary of Defense Caspar Weinberger at the conventional-arms-reduction negotiations in Vienna, Austria.

Bob, a retired attorney in Seattle, Washington, has a long record of community service. In October 1986 he was recognized for those many achievements when he was presented with Seattle's First Citizen Award for that year. The award is presented



R.I. Past President Stanley E. McCaffrey (right) was recently honored by the Alumni Association of the University of the Pacific School of Dentistry (see item). At left is Alumni Association Regent Herbert K. Yee.

EVERYTHING YOUR CLUB NEEDS!

Unique gifts for men and women



Plastic Coated Emblem Playing Cards*
New, handsome plastic coated cards. Double deck, bridge size with large permanent emblem in gold on back of each card. Two decks - royal blue and deep red - in attractive box. (R-812)

Per set \$7.40



Quartz Wall Clock

Ideal for family room, office or den. Traditional octagon shaped clock with contour beveled edge, in fruitwood finish on solid hardwood. Brass finish metal dial with blue and gold Rotary emblem, black numerals. Black filigreed hands and sweep second hand for accuracy. Operates for approximately 1 year on "AA" battery (not included). Size of clock 10" x 10". Excellent award or gift. (R-8023)

Each \$34.95



Deluxe Rayon Canvas Tote Bag*

An outstanding new brown and light beige tote bag with 4" Rotary emblem imprinted in brown. Attractive and durable, features include... waterproof interior, two handles, snap closure side pocket, and top zippered closure... will give years of service. 14" x 14" x 3". (R-216)

Each \$6.35



Parker Roller Ball Pen*

Clean straight line styling of the 80's combined with effortless liquid ink writing from a reliable ball pen. Delivers clear, clean lines and easily makes carbons. Blue barrel, emblem in gold. (R-624A)

Each \$4.75



Christmas Tree Ornament*

New and beautiful... gleaming gold and bright blue see-through emblem ornament with "stained glass" effect that picks up and reflects your Christmas lights. Every tree needs two or three. 2 1/2" diameter. Complete with metal hanger. Also suction cup hook for window display. (R-6311)

Each \$3.85



Graceful Stemware* Frost Etch Emblem

Always appreciated, classic tall stemware with tasteful frost etch emblem imprint. Add style and grace to your dinner or garden party. Full 10 oz. capacity. Packaged: Set of 2. (R-5600)

Per set \$8.35

All prices FOB Chicago



RUSSELL-HAMPTON CO.
Dept. R, 2550 Wisconsin Avenue
Downers Grove, Illinois 60515
(A Chicago Suburb)
Serving Rotary Clubs since 1922

*Available in quantity, at quantity discount prices.

Write for details and catalog.

as a tribute to Seattle residents who make significant contributions to Seattle's civic and community life.

Dr. Robert Hingson, a member of the Rotary Club of Ocilla, Georgia, U.S.A., was invited to be President Ronald Reagan's guest at the White House on 30 June. At a special luncheon ceremony, Dr. Hingson received the President's Volunteer Action Award for his "lifetime contributions in the field of international health." As developer of the jet immunization gun, Dr. Hingson was a pioneer in the field of mass immunization, first used in Liberia in 1962 during a smallpox epidemic. His methods, later adapted by the World Health Organization, helped eradicate smallpox completely.

In 1958, Rotarian Hingson founded the Brother's Brother Foundation, headquartered in Pittsburgh, Pennsylvania, U.S.A., which is devoted to providing seeds, tools, textbooks, medicines, and other supplies to the poor in 35 countries. A Paul Harris Fellow, Dr. Hingson also has been active in supporting Rotary's Polio-Plus Program.

● **E. Butler Graham**, a member of the Rotary Club of Christchurch



SPECIAL DISCOUNTS FOR ROTARIANS

ON
HOLLAND
AMERICA
CRUISES
FROM
WHITE TRAVEL SERVICE
**DISCOUNTS
UP TO 25%**

S/S ROTTERDAM: 10-DAY SOUTHERN CARIBBEAN
CRUISES FROM FT. LAUDERDALE TO
CURACAO, CARACAS, GRENADA,
MARTINIQUE, ST. THOMAS AND NASSAU.
AS LOW AS \$1279, INCLUDING AIRFARE!
m/s NIEUW AMSTERDAM: 7-DAY WESTERN CARIBBEAN
CRUISES FROM TAMPA TO COZUMEL,
GRAND CAYMAN AND OCHO RIOS.
AS LOW AS \$959, INCLUDING AIRFARE!
m/s NOORDAM: 7-DAY EASTERN CARIBBEAN
CRUISES FROM FT. LAUDERDALE TO
NASSAU, SAN JUAN AND ST. THOMAS.
AS LOW AS \$959, INCLUDING AIRFARE!
88 DEPARTURES THROUGHOUT 1987 and 1988
REGISTRY: NETHERLANDS ANTILLES

FOR INFORMATION OR
RESERVATIONS, CALL TOLL-FREE
(800) 547-4790 OR (203) 233-2648.

FOR A FULL LISTING OF HOLLAND
AMERICA CRUISES AT SPECIAL
DISCOUNTS FOR ROTARIANS, SEND THE
COUPON TO: WHITE TRAVEL SERVICE, INC.
342 NORTH MAIN STREET
WEST HARTFORD, CT 06117

NAME _____
ADDRESS _____
CITY, STATE, ZIP _____
PHONE () _____

HAC/R1087



The tradition lives on

Then—In 1959, R.I. President Harold Thomas (left) of New Zealand first met Oliver Elliott, then president of the Rotary Club of Wichita, Kansas, U.S.A.



Now—Twenty-eight years later, the two past presidents meet again—this time at Harold's home in Auckland—to commemorate the 75th anniversary of the Wichita club. At the age of 96, Harold (left) is the oldest living past president of R.I.

North, New Zealand, has been named to the Honors List of the Emperor of Japan. Butler received this prestigious honor in recognition of his many years of volunteer work as a "goodwill ambassador" between New Zealand and Japan.

• **Marcus B. Crotts**, a member of the Rotary Club of Stratford (Winston-Salem), North Carolina, U.S.A., was selected to receive the 1987 Joseph A. Siegel Award by the Society of Manufacturing Engineers. The 80,000-member Society, founded in 1932, is dedicated to continuing education for productivity and tech-

PHILADELPHIA ROTARY CONVENTION May 22-25, 1988



We invite YOU to join our 11th annual
PRE-ROTARY CONVENTION TOUR—
May 12-26. Our 9-night "Colonial
America" Mauntpointour visits:

Richmond	Annapolis
Gettysburg	Williamsburg
Harpers Ferry	Fredericksburg
Charlottesville	Washington, D.C.

PHILADELPHIA — Convention

We'll stay at the PHILADELPHIA WYNDHAM FRANKLIN PLAZA HOTEL (R.I. Headquarters) for 5 nights during the convention.



EARLY BIRD REGISTRATION
DISCOUNT-\$100 per person
Expires Dec. 31, 1987

Please Call/Write for a brochure

Collect	hennessy	Nationwide:
in MN:	Toll Free	
(612)	Travel	1 (800)
474-3271	service	328-3544
PO Box 397, Excelsior, MN 55331		

TURN DIRT INTO DOLLARS

In a \$4 Billion Industry
DRYCLEAN-U.S.A. with over
200 stores, is a rapidly expanding
public company with quality
drycleaning franchises clean
across America. We offer a
unique TURNKEY PACKAGE
with:

- In-depth training
- Location Assistance
- Minimum Investment
\$50,000
- Financing Assistance
- Innovative advertising &
in-store promotional
support.

Multiple-store franchises avail.
Call Franchise Director

TOLL FREE

1-800-423-6620



Clean across America®
DRYCLEAN-U.S.A.
One Dorian Center, Suite 1100
9100 S. Dadeland Blvd.
Miami, FL 33156

nological growth. Marcus was cited for his contributions to the engineering field, particularly in the areas of quality control, manufacturing engineering, and civic leadership.

• **W.W. "Foots" Clements**, chairman emeritus of the Dr. Pepper Corporation of Dallas, Texas, U.S.A., is the new president of the Horatio Alger Association of Distinguished Americans. Foots, a member of the Rotary Club of Dallas, is credited with transforming the Dr. Pepper soft drink from a regional favorite in Texas to an internationally popular beverage.

The Horatio Alger Association is a service club of men and women who triumphed over early hardship to achieve extraordinary success in their fields of endeavor.

• **Pradip Jain**, a member of the Rotary Club of Patna, India, has been selected as a member of India's Philatelic Advisory Board. Rotarian Pradip, a prominent philatelist, will advise the Indian postal service on matters pertaining to philately and stamp production.

Rotarian authors

• **Isaiah and His Interpreters**, by John J. Schmitt, Ph. D., of Wauwatosa-Mayfair, Wisconsin, U.S.A. (Paulist Press, Mahwah, NJ, ISBN 0-8091-2826-8, \$8.95). The author, an assistant professor of theology at Marquette University in Milwaukee, Wisconsin, traces some of the views of the Old Testament prophet Isaiah held by scholars through history. He then focuses on the current interpretations of the man and his message.

• **Managing Professionals in Research and Development**, by Donald Britton Miller of Saratoga, California, U.S.A. (Jossey-Bass Inc.; Publishers, 433 California St., San Francisco, CA 94104, ISBN 1-55542-000-1, \$28.95). The author, a management consultant, believes that scientists, engineers, programmers, and other knowledge professionals have special needs and characteristics—including the desire for autonomy, the fear of "burnout" or obsolescence, and more loyalty to their profession than to the organization. Consequently, these professionals

engaged in research and development require a special sort of management. This book is intended to give managers the tools they need to successfully manage and get results from the R&D professional.

• **The (Code) Book**, by Robert I. Nemhauser of Lake Oswego, Oregon, U.S.A. (V.I.P. International, P.O. Box 383, Marlyhurst, OR 97036, ISBN 0-9615601-O-X, \$3.95). A handy pamphlet listing the area codes for major cities and towns in the U.S., Canada, Caribbean islands, and Mexico. The booklet also features a numerically arranged list of area codes, and codes for selected countries and cities.

• **A Short Textbook of E.N.T. Diseases**, by Dr. K.B. Bhargava of Bombay West, India, with T.M. Shah (Usha Publications/U.B.S. Publishers Distributors, 5 Wallace St., Bombay 400 001, Rs. 40/-). A 425-page text which covers the physiology, anatomy, symptomatology, diagnosis, and procedures of treatment related to various ear, nose, and throat diseases. Descriptions of

WHERE AMERICA BEGINS

is the site of Rotary International's
79th Worldwide Convention on 22-25 May 1988
in PHILADELPHIA, PENNSYLVANIA, USA

Up to 20,000 Rotarians and guests are expected to attend the Philadelphia Convention—the biggest annual meeting of Rotary International.

THE ROTARIAN magazine offers ADVERTISERS an exclusive promotion opportunity in our pre-convention issues. Your advertisement will have an excellent editorial environment spotlighted by color photos and outstanding travel and business articles.

NOW is the time to advertise and reach our HALF MILLION monthly subscribers while they are making their convention and travel plans. Start your advertising schedule soon, and be sure to include the MARCH PHILADELPHIA SPECIAL FEATURE ISSUE.

Your TRAVEL, BUSINESS OR CONSUMER advertising directions will receive optimum results in THE ROTARIAN.

**FOR ADVERTISING RATES & INFORMATION
INCLUDING OUR PHILADELPHIA PROMOTION SHEET CONTACT:
ADVERTISING DEPARTMENT, THE ROTARIAN,
ONE ROTARY CENTER, 1560 SHERMAN AVENUE
EVANSTON, IL 60201**

PHONE (312) 866-3000, ADVERTISING DEPT. (312) 866-3195, 3196, 3197

(If your advertising directions include Latin America, ask about REVISTA ROTARIA, our Spanish language bimonthly magazine.)



instruments, radiology, and surgical procedures are included.

• **A Savior for All Seasons**, by William P. Barker of Allentown, Pennsylvania, U.S.A. (Fleming H. Revell Co., Old Tappan, NJ, ISBN 0-80007-1485-7, \$10.95). An inspirational religious book, which responds to the Old Testament observation that, "For everything there is a season," by saying, "For every season there is a Savior—Jesus Christ." The author is senior pastor of The First Presbyterian Church in Allentown.

• **TEXAS Is ...**, by Mark Holbrook, pen name of Mike E. Howard of Irving, Texas, U.S.A. (Ringtail Productions, Ltd., P.O. Box 161084, Irving, TX 75016, \$30.00). A collection of more than 100 celebrity viewpoints on the essence of Texas. Contributors range from U.S. Vice President George Bush to Erma Bombeck to Joe Bob Briggs. The book contains almost 150 photos to help celebrate the geographical, emotional, and spiritual character of the state.

In memoriam . . .

With deep regret, the organization reports the deaths of the following past district governors who have served R.I.:

Oscar Pinochet, Talca, Chile, 1950-51. **Dr. Juan Chiorrini Alveti**, Rancagua, Chile, 1956-57 and 1957-58. **K.Q. Lewis**, Poplar Bluff, Mo., U.S.A., 1956-57. **José Benito Ureta Cortés**, Santa Fe, Argentina, 1961-62. **Byron Wilson John**, Roanoke, Va., U.S.A., 1964-65. **E.T. Tse**, Taipei, Rep. of China, 1964-65. **Tor Lundahl**, Laguna Hills, Ca., U.S.A., 1965-66. **Edmund Leslie Merigan**, Merimbula, N.S.W., Australia, 1966-67. **Victor Alfonso Melo Melo**, Quillón, Chile, 1967-68. **Stewart Gammill**, Jackson, Ms., U.S.A., 1968-69. **Juan B. Ruffa**, San Juan, Argentina, 1970-71. **Alfred William Morgan**, Grays Thurrock, England, 1975-76. **Dr. Agostinho Bruno**, São Paulo, Brazil, 1976-77. **Dr. James A. Potter**, Garden Grove, Ca., U.S.A., 1976-77. **Eugene Lizero**, Cannes, France, 1977-78. **Reuben W. Kaehler**, Novato, Ca., U.S.A., 1980-81. **Yrjö Soramies**, Kerava, Finland, 1983-84. **Matti Laitamäki**, Kauhava, Finland, 1984-85. **Antonio Tranquilli**, Roma-Sud, Italy, 1984-85.

WORLD COMMUNITY SERVICE

Breaking down the borders

In view of all the attention given recently to border issues between the United States and Mexico, it seems particularly timely to focus on one of the mutual good neighbor endeavors between the two countries. One outstanding example is a project of the Rotary Club of Scottsdale, Arizona, U.S.A., and the Rotary Club of Cananea, Mexico.

It began in 1978 when Lee Karr, then the president of the Scottsdale club, and other members journeyed to the copper-mining town of Cananea, at the invitation of the local Rotary club. Out of that initial gathering has evolved a joint effort which, over the years, has provided medical care and supplies to countless isolated and impoverished people in Mexico.

The task of the two clubs has not been an easy one. Facing them were questions of where to obtain the supplies, how to transport them, and how to organize all the people and logistics on both sides of the border. But the need was apparent. There are eight remote communities in the highlands surrounding Cananea—each has only a small tin building with concrete floors that serves as a medical dispensary. Dr. M. Mendosa, a local physician and Rotarian, serves them all out of his small clinic. The only other medical facility in Cananea is a small, poorly equipped hospital operated by a group of nuns from Guadalupe.

Scottsdale Rotarian Jim Speer, a retired businessman who has worked in South America, was a major force behind the effort to gather medical and housekeeping supplies. Club members obtained contributions from medical supply firms, hospitals, and hotels—some of them from as far away as Pitts-

1988 ROTARIAN TOURS

HONG KONG-MANILLA — 10 days, \$1199
Feb. 11-21: Equal time in both cities. Attend Manila Rotary Conference, District 381. Includes roundtrip airfares from SFO/LAX, deluxe hotels, certain meals, sightseeing, transfers, and tips.

PANAMA CANAL CRUISE — \$2075
Apr. 5-15: Discounted 20% for Rotarians. Includes roundtrip airfares, Sitar's Fairwind Panama Canal Cruise, plus ports of call: San Juan, St. Thomas, St. Croix, Willemstad, San Blas Islands, and Acapulco.

U.S.A. HISTORICAL — May 26-June 4
After Philadelphia Int'l Convention
Includes Valley Forge, Lancaster, Gettysburg, Eisenhower's Farm, Harper's Ferry, Shenandoah Blue Ridge Drive, Charlottesville, Monticello, Richmond, Williamsburg, Jamestown, Yorktown, Mt. Vernon, Washington, D.C. To be priced later.
Apply: **HOWARD TOURS, INC.**, 526 Grand Ave., Oakland, CA 94610, Tel. 415 834 2260

CHIEF EXECUTIVE OFFICER

International non-profit, cultural exchange program headquartered in Midwest with chapters in 34 countries seeking CEO. Primary responsibilities include: oversight of adult and student travel programs; management of small headquarters staff which services semi-autonomous worldwide chapters; coordinate activities of regional and national councils. Work closely with Board of Trustees and Executive Committee (Governing bodies). Good benefits, salary \$50K+ commensurate with experience.

Send resume to:

Search Committee
P.O. Box 5884
Jacksonville, Florida 32247

The Orrington Hotel

312/866-8700

Elegant and alive.
1710 Orrington Avenue, Evanston, Illinois 60021
Operated by The Management Group, Inc.

Don't miss Emporium/classified
ads on page 66



BEST WESTERN
Mardi Gras
Inn

THREE ROOM & MORE SUITE
3500 Paradise Road
Las Vegas, Nevada 89109

(800) 634-6501 TELEX 180010 (702) 731-2020

We're the Best Source for
BRONZE & ALUMINUM
PLAQUES for ALL OCCASIONS+RAPID DELIVERY

Write for Free Catalog
Cast Plaques—R23 Engraved Plaques—R21
INTERNATIONAL BRONZE TABLET CO., INC.
96 18 43rd Ave., Corona, NY 11368 (718) 898-8000
or (800) 832-8362 Designers & Manufacturers since 1936

12-DAY CARIBBEAN ISLAND HOP

Virgin Islands • Grenadines • Antigua •
St. Lucia • Martinique • Saguenay via Erie Canal

ISLAND TO ISLAND — BEACH TO BEACH



**1-800-556-7450
For Brochure**

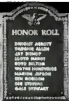
American Canadian Line Inc.
Warren, RI 02885
Cruising Longer for Less
Since '65

HONOR for ETERNITY

ENDURING BRONZE PLAQUES

Memorialize heroes, officers, events in ever-lasting cast bronze. **FREE** fully illustrated book. "BRONZE BY NEWMAN". Write TODAY.

NEWMAN BROTHERS, Inc.
5619 Center Hill — Clait, O. 43216



HOW WOULD YOUR ROTARY CLUB LIKE TO EARN OVER \$3,000 A YEAR?

For information about sponsoring a
Travel and Adventure Film Series
CALL 1-800-541-0541
In Michigan and Canada 1-616-459-9597 Collect

WINDOES TRAVELOGUES, INC.

Please send further information: ☐ HX400 Scanning Portable
☐ GX3000 64-Channel Mobile ☐ FM91 Microcomputer Mobile
☐ Trunking Radios ☐ Paging Systems

Name/Title _____
Company _____
Address _____
City _____ State _____ Zip _____
☐ Have my nearest Standard Land/Mobile dealer call to arrange a product demonstration
Phone _____ Best time to call _____

Coupon for Standard
Communications ad on
inside front cover

burgh, Pennsylvania, and Chicago, Illinois.

Over the years, more than one million dollars worth of supplies—from baby formula to X-ray machines—have been donated to hospitals, clinics, and an orphanage in northern Mexico. Scottsdale Rotarian Ted Wheeler, past chairman and a member of the World Community Service Committee notes, "It's not uncommon to visit one of these hospitals and see linens marked 'Scottsdale Hilton' or 'Camelback Inn' draped over the operating tables." Ted adds, "The response by club members, volunteers, and contributing institutions has been wonderful. Our club is proud to provide the conduit for these supplies, and the goodwill, to reach the truly needy."

Scottsdale Rotarians transport the supplies and equipment by truck, car, van, and motorhome. One load was flown to Douglas, Arizona, which shares a common border with the city of Agua Prieta, Mexico. Scottsdale Rotarians Wes Larson and David Hallstrom made the trip in their private plane. The load was then driven across the border by Douglas Rotarians.

Both U.S. and Mexican Rotarians work together to deliver and install the equipment at local hospitals.

Douglas Rotarians and local businesses donate warehouse space for goods awaiting delivery. Difficulties in crossing the border have been eased by the Arizona Governor's Office. Victor Torres, the Mexican consul assigned to Douglas, often accompanies these convoys to ensure smooth passage across the border and through customs.

Some requests from Mexico require special attention. When a specific piece of emergency equipment was needed for a charity hospital in Agua Prieta, the Scottsdale club launched a special fund-raising effort. Local Rotarian and nationally renowned NASA artist Robert McCall donated an autographed set of postage stamps (designed by himself) for auction, raising the necessary funds.

As the list of benefactors grows, so too does the number of recipients. The project has been expanded to help establish a hospital for needy patients in Agua Prieta. As these humanitarian efforts continue, the international border almost seems to disappear between the two nations.

Scottsdale Rotarians Jim Speer and John Finch unload medical supplies at the Cananea Civil Hospital.



MEETINGS & CONFERENCES

Goodwill in Central America

Thirty Nicaraguan Rotarians were among the 1,200 Rotarians and guests who attended the seven-nation 1987 Conference of District 424 in San José, Costa Rica. District 424 includes the Central American countries of Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama.

Those who came to Costa Rica were greeted with banners, posters, and newspaper headlines proclaiming the meeting a regional "Goodwill Conference" (*Conferencia de Buena Voluntad*). Keynote speaker was 1986-87 R.I. President M.A.T. Caparas, who noted that the conference gave Rotarians a chance to "learn first hand, in a tranquil country of Central America, the many things they can do through Rotary to bring hope to this troubled part of the world."

Among U.S. Rotarians in attendance was a group representing major intercountry Rotary projects between the United States and Mexico and Central America. The group

included: Past District Governor A. "Babe" Helfand of Baltimore, Maryland (Project Amistad); T. Ray Jones of Denver, Colorado (Rotary for Mexico); Past Governor Robert Kuck of St. Mary's, Ohio (MESA), and Past Governor Tony Zino of Manhasset, New York (Gift of Life).

A special feature of the conference was a U.S.-Nicaragua breakfast. R.I. Director Frank Devlyn of Mexico City, Mexico, acted as master of ceremonies. At each table for six, two U.S. Rotarians were paired with two Nicaraguans and two Rotarians who acted as interpreters. The breakfast provided an opportunity for candid discussion within the framework of Rotary fellowship.

At the conference, Rotarians' unity of purpose was also reflected in a statue showing seven Rotarians, arm in arm, their eyes lifted up to the dove of peace. This symbol of the conference will be taken by the district governor from club to club to spread the meeting's message of unity and peace. It also reflects the theme chosen by R.I. President Charles C. Keller for 1987-88: "ROTARIANS—UNITED IN SERVICE—DEDICATED TO PEACE."

—PETER FLOREY, *Rotarian*
Camden, New Jersey, U.S.A.

Symbol of unity and hope—From left: Francisco A. Maradiaga, 1987-88 governor of District 424; Francisco Lopez, 1986-87 district governor; R.I. Director Frank Devlyn, and 1986-87 R.I. President M.A.T. Caparas with a statue symbolizing the Rotary spirit of the Central American nations.



TODAY MAY BE THE BEST TIME TO INVEST IN FARM AND RANCH LAND

An investment in farmland may be the best buy in your financial portfolio. Farmland is at an historic low point. At today's prices, land is a real value.

As America's largest farm and ranch management and sales company, Farmers National Company has sales listings of prime, productive land in 23 states. Farmers National Company's experienced managers also can manage your farm investment efficiently.

Whether it's selecting a farm tenant/operator, crop insurance, or marketing your crop, Farmers National Company has nearly 60 years of agricultural experience.

If you'd like to find out what's available in different states or counties, contact Janet Bell, Farmers National Company, Box A, 11516 Nicholas Street, Omaha, Neb. 68154. 402/496-FARM (3276).

An Affiliated Company of
Metropolitan Life Insurance Co.

ATTENTION CLUB OFFICERS!

OVER 230 CLUBS
ARE NOW USING
ROTARY CLUB SOFTWARE

To Produce:
Mailing Labels • Rosters • Bills
Attendance Reports
and 30 Other Valuable Reports

CALL
1-800-367-6291

In Texas call (214) 369-2559

FOR A FREE TRIAL
OR INFORMATION

(We have the Official License from Rotary Intl. to offer Rotary Club Software.)

Runs on IBM PC or 100% compatibles.

SCS

SERVICE CLUB SOFTWARE, INC.

6124 Sherry Lane, #120 • Dallas, Texas 75225
(214) 369-2559

EMERGENCY

AUTO DELIVERY

AUTOMOBILES DELIVERED TO you from anywhere, reasonable, 35 years experience, 50,000 cars a year. Call Auto Delivery 800-346-CARS (in IL and Canada 312-939-3600)

BOOKS & PUBLICATIONS

PUBLISH YOUR BOOK! Join our successful authors. All subjects invited. Publication, advertising, beautiful books. Send for fact-filled booklet and free manuscript report. CARLTON PRESS, Dept. RO 11 West 36th Street, New York, NY 10001, USA.

SPEAKER'S SURVIVAL KIT Free presentation planner, SUCCESSWORKS, 4251-R Chamberlain Dr., Hood River, OR 97031, USA. (503) 354-2902.

BUSINESS OPPORTUNITIES

ATTENTION MLMERS: Free Catalog of Network Marketing Mailing Lists, 468,000 names, 175,000 phones. POSSICK, Box 59001-R North Redding Beach, FL 33708, USA. (305) 391-4145.

DINING

SARASOTA, LONGBOAT KEY, Florida, USA:—The Field's Baccarat, 10n, 25-year old, famous Restaurant, Lunch, dinner, cocktails, entertainment. Open daily every round. (813) 383-1101, 383-4357.

EDUCATION

BECOME A PROFESSIONAL real estate appraiser. Home study or classes in Atlanta, Los Angeles. Instruction by professional appraisers. Free information. National College of Appraisal, 800-223-4542.

FISHING

ONE OF 10 BEST fishing holes in the world (Boating Magazine). A private island 120 miles east of Palm Beach. Quality lodging, golf, tennis, instruction by professional. Snorkeling, Deep Water City Club, East End, Grand Bahamas, Box 1145, Palm Beach, FL 33480, USA. (205) 894-3958.

QUEENSTOWN, NEW ZEALAND:—Enjoy the best trout fishing with "Ron" Stewart, Professional Fishing Guide. Stay over with us in comfort. Write: RON STEWART, P.O. Box 96, Queenstown, New Zealand.

FUNDRAISING

SUCCESS with Sunwest—Florida's FINEST Citrus Fund Raiser: No Risk—Highest Profit. **SUNWEST CITRUS SELLS ITSELF.** Free Sales Plan and Materials. Service Citrus Organizations for 15 years. **SUNWEST FRUIT, INC.,** Drawer 7, Vero Beach, FL 32961, USA. (800) 327-9620.

CLUB PROJECT FOR POLIOLIPS! The Rotary Club of Sarasota Bay, Florida, will sell your club beautiful gold chrome-plated membership cloisonne pins @ U.S. \$3 of the official PoliPolis design, 1" size, in lots of 100. Your club can give them for a \$5 donation to PoliPolis and earn \$20 each for you. For sample or order: ALLEN JELKS, 1930 Clematis St., Sarasota, FL 34239, USA. Phone: (813) 365-0146.

YOUR PROFITS ARE GUARANTEED! Ask us how? Fogel Fine Arts Int'l. has served Rotarians the art auction way for over 30 years, with their breathtaking collection of art works in all-media, by internationally known artists—originals or decorator framed and priced to **SELL!** All you supply is the successful Send for our free 8-page, fully illustrated brochure at no obligation. For your most successful fundraising event call: (616) 454-0544 (USA only). **FOGEL FINE ARTS, 19 Newtwood Rd., Plainville, NY 11803, USA.**

UNIQUE FUNDRAISER for your club—Sell the quality "Original Rain Palm" Fruit and oil series line—shipped on consignment to qualified clubs. Write for details—USA only. SUSAN BOETTCHER, 1400 Blackhawk Trail, Apartment #1, Waukegan, WI 53186, USA.

MISCELLANEOUS

ROTARY CLUB ATTITUDE SURVEY. Determine memberships' feelings on variety of Rotary issues. Designed by "Stephen," Stephen J. Wolf, Assistant Training and Management Consultation for North Adams, MA Rotary Club U.S. 550—half to PoliPolis, 53,WA. (418) 885-8855.

COMPUTERIZED MENU & RECEIPT MANAGER for IBM PC compatibles. Shopping list, quantity conversion, and more. Send U.S. \$37.50 to PCH&F, Box 381-R, Champaign, IL 61821, USA.

MEMBERSHIP MANAGEMENT program for IBM PC compatibles. Addressing, Billing, Receipts, Reports, More for Less, U.S. \$67.50, PCLUB™, Box 3913, Champaign, IL 61821, USA.

ROSES—One dozen long-stem roses delivered anywhere in the continental U.S. by 10:00 a.m. the next day U.S. \$39 a dozen, Add 1-800 P-Roses.

VIOLIN, FRENCH ORGAN, Nicholas Scott, labeled "Chappuy," circa 1800. Appraised value U.S. \$1,200. Kessler box 400, Albert Numburger box 1125, Evening, Franklinton, Best offer sale, David, Franklinton, Virginia, (703) 434-3333.

EXPANDING YOUR BUSINESS seeks persons with friends and associates in SPAIN, ITALY, & THAILAND. Contact "WOMEN'S INTERNATIONAL," P.O. Box 1, 216 Outlook, Houston, TX 77034, USA.

MORTGAGES/TRUST DEEDS

SOLD A HOUSE? Carried back a note? MBS provides mortgages & trust deeds nationwide. Call 1-800-426-2468, ext. 417.

PRODUCTS

WATCHES—Men and ladies, officially approved Rotary Emblem in leather of dial and 180 on revolving second hand. Available in Gold or Silver Tone with expansion or leather band. Free information. 2-year warranty, 2-3 week U.S. \$47 as pop. H & B ENTERPRISES, P.O. Box 25063, Tampa, AZ 33602, USA.

L'OFFICIEL WINES—Premium Northern California Wines with Personalized Labels—your choice of message. Elegantly gift-wrapped, reasonable price. BUSHNERS, anywhere. The Perfect Business or Personal Gift. Brochure available. (714) 686-2689.

3 x 3 x 3 ANODIZED ALUMINUM POLE with 3 x 3 moly rod. U.S. \$86 delivered. Contiguous states. Check, M/C, Visa. BOB SIMMONS, America, FL 36340, USA.

PEANUT PECANS!—Uniquely American gift. 2 lbs. shelled pecans plus recipes (Germ. Eng. or Fr.) Deliveries Nov. 15. Send gift card recipient address, U.S. \$34 check or money order to EXIMSCO, 2520 S. 18 St., Birmingham, AL 35209, USA.

RETIREMENT LIVING

NESTLED AT THE ENTRANCE of Oak Creek Canyon, Sedona offers 4 mild seasons, clean air, awesome red-rock beauty and quality of life. To request, Ltr. to \$20,000, from \$85,000 to \$500,000. Free brochures. ALAN HUGHES REALTY, Gallery of Homes, P.O. Box 1530, Sedona, AZ 86336, USA. (602) 282-7116.

FLORIDA'S BEST RETIREMENT community—Clean, sunny, peaceful, golfing paradise, active Rotary, hundreds of other activities. Maps and information—Contact, BARRI, 10000 N. 15th St., Suite 100, Ft. Myers, FL 3493, Sun City Center, FL 33570, USA. (813) 634-2552.

CAROLINA MEADOWS: Continuing-care Retirement Community for active-retirees. Refundable equity plan. Box 3484-GS, Chapel Hill, NC 27514, USA.

TRAVEL

CHINA, Sept./Oct. 88: Organized 17-day tour of the People's Republic of China plus 6 days in Hong Kong and Macau. Sail down the Yangtze River, watch the Great Wall, visit silk mills, and more. Includes air transportation, accommodation, meals, interpreter and guide. Special price if paid before December 31, 1987. "FRANCE TRAVEL," 1451-1512 or Box 771, Aurora, CO 80014, USA.

LONDON SALES: January 9-16, 1996. Roundtrip airfare (LAX), First Class Hotel, Breakfasts, Sightseeing—U.S. \$650. RICHARD ADAMS, 1457 Glendora, CA 91740, USA. (616) 963-4288.

CRUISES: Guaranteed discounts of at least one hundred dollars off ANY AIR/SEA/CRUISE of 7 nights for ROTARIANS. Also, many special air prices. **WAVEAVE:** STEVER, Happy Journeys Travel, The Hamilton White House, One Fayette Park, Syracuse, NY 13202, USA. (315) 422-3636.

VACATION RENTALS

SCOTTSDALE, ARIZONA: San Diego, California; Grindelwald, Switzerland; Vau, Colorado; Deluxa Condos, MAX HACH, 10000 N. 15th St., Suite 100, Ft. Myers, FL 3493, USA. (813) 282-7116.

CHARMING, SPANISH villa: ocean view, 3-bedrooms, 2 1/2 bath, pool, fully staffed, near 3 golf courses, 10% discount for Rotarians and reservations call (404) 977-7329.

CENTRAL COSTA, CALIFORNIA:—Exclusively private get-away, come discover it! For brochure: "The Country Cottage," P.O. Box 263, Dept. RO, Los Olivos, CA 93441, USA. Reservations: (805) 888-1395.

LAKE TAHOE, CALIFORNIA:—Prime lakefront home. Fabulous view, boat buoy. Jacuzzi, 2 fireplaces, 5 bedrooms, 4 baths, sleeps 12, close to ski and casinos. (714) 474-5502, (714) 987-0286.

WATERFRONT CONDO: fabulous beach, 2 private decks, 2-bedroom, 3-bath, midway between San Diego and Orange County, California. (714) 455-025, (714) 387-0251.

SOUTH LAKE TAHOE, CALIFORNIA:—Scenic vacation condominium, 3 bedrooms, 4 1/2 baths, fireplace, fully furnished, 4 miles to Nevada casino. "KENNETH" WERTZ, 3441 N.W. 50, Oshkosh City, OK 73112, USA. (817) 932-3636.

PALM SPRINGS, CALIFORNIA:—Deluxe 2-bedroom, 2-bath condo, fully furnished. January 15 to 29, 1988. Bob Hope Classic golf tournament time. U.S. \$2,000. (306) 963-3117.

ASPEN & SNOWMASS, COLORADO:—Private luxury home, sleeps 10, near ski resorts, fully furnished, reasonable. (303) 923-3760; (702) 827-9291.

SNOWMASS AT ASPEN, COLORADO:—Private home rentals—3-5 bedrooms, Jacuzzi, fireplaces, fully equipped and furnished. Ski-in and out locations. Mail service provided. Full range of prices and accommodations. For more information, contact: PARMELEE & CO., Box 5000, Snowmass Village, CO 81615, USA. (970) 923-3636.

WINTER PARK, COLORADO:—2-bedroom, 2 1/2 bath, lovely furnished, write WILLIAM IVERSEN, 2139 Greenwood Court, Ft. Collins, CO 80525, USA. (970) 492-2413.

MAUI ISLAND, FLORIDA:—Tropical 2-bed 2-bath villa. Furnished. Cook, Near beach, tennis, 15 minutes Sarasota airport. Seasonal rates. Call (401) 766-0209.

MARCO ISLAND, FLORIDA:—2-bedroom, 2-bath condo on golf. Enjoy birding, shelling. Tennis, golf nearby. U.S. \$1,900 monthly. Fully furnished. Box 1105, So. Lancaster, MA 01561, USA. (617) 365-5604.

NAPLES, FLORIDA:—Luxury 2-bedroom, 2-bath beachfront condo. EDWARD HATTER, Briarwood Drive, Collier, FL 34135, USA. (813) 757-1321 weekdays only.

SARASOTA, LONGBOAT KEY, Florida, USA:—Harbour Villa Club on the Baccarat. Full home, 4 bedrooms, 4 1/2 baths, pool, 2-bath villa, 2 pools, Jacuzzi, tennis, and more. For more information and service and room call: (813) 383-9544.

KAUAI, HAWAII:—Beautiful 1-bedroom condo on the beach at Kapaa. Sleeps 4. Fully furnished. U.S. \$400 per month. Contact "ERIK" NOCEN, 7300 First Oaks Blvd., Cammiech, CA 95006, USA. (916) 462-4450.

KONA, HAWAII: for Rotarian golfers, a beautiful, spacious 1-bedroom, 2-bath condo on Keauhou's 11th fairway. Sleeps 4. Tennis courts, U.S. \$400 monthly. **MALE MAKAI, P.O. Box 2849, Deluxa, AZ 86336, USA. (602) 262-8244.**

KAUAI, HAWAII:—Beachfront or Palm Springs, California, U.S. \$400 weekly, includes car. Box 624, Palm Desert, CA 92260, USA. (818) 325-5555.

WANTED ON OAHU, HAWAII:—Accommodations with kitchen for family of 4 adults for Christmas (1-2 weeks). ROBERT STITT, 2010 39th Ave., Omaha, NE 68124, USA.

NEW ORLEANS, LOUISIANA—French Quarter:—Luxury condominiums completely furnished. Marble Jacuzzi, king bed, pool, on-avenue. **HEWARD, 15 Lucas Blvd., New Orleans, LA 70112, USA. (504) 943-3100.**

CARIBBEAN new, spacious, furnished condos: U.S. \$120 to \$250 weekly. Brochure. Box 715, Carter City, St. Lucie, West Indies.

ENGLAND, STRATFORD-ON-AVON:—Victorian townhouse near theatres. U.S. \$260 weekly. **HEWARD, 15 Lucas Blvd., New Orleans, LA 70112, USA. (504) 943-3100.**

MONTEGO BAY, JAMAICA—4-bedroom, 4-bathroom luxury villa with pool and Jacuzzi: adjoining golf course, fully staffed. For rates and reservations call (809) 852-4050 (office hours) or (809) 853-2676 (evening and weekends) or write "Villa", P.O. Box 604, Montego Bay, 2, Jamaica.

MONTEGO BAY, JAMAICA:—Luxurious private villa, 4 bedrooms, 4 1/2 bathrooms, cook, maid, butler. U.S. \$975/\$1,275 per week. (414) 464-7347, Box 273, Englewood, WI 53128, USA.

ST. THOMAS, VIRGIN ISLANDS:—Lovely Eastern condo, spectacular view Caribbean Sea, pool, spectacular view. Call for rates. **TRADEWINDS, Redwood Box 35, U.S.V.I., 00602, (809) 775-7838.**

ST. THOMAS—PINEAPPLE VILLAGE:—4-bedroom, 4 1/2-bath, fully furnished resort facilities of new Stouffer Grand. Efficiencies for 2 to 2 U.S. \$111... villas for up to 6 for up to \$35 per night, high season. (809) 775-4231.

WORLD FELLOWSHIPS

BILL BARNES MEMORIAL FLY-IN: Saturday, Nov. 7, 1987. Commemorates founding Rotarians. Funds go to scholarship. Next day Open House Edwards Air Force Base. Contact PHIL KNEISEL, P.O. Box 42, Lancaster, CA 93534, USA. (805) 945-0778.

ZONE INSTITUTE

SACAMA ZONE 5 institute cruise, November 6-11 aboard S.S. Galileo. Cost for this six-day, five night cruise is U.S. \$560 per person, double occupancy. All meals, beverages, entertainment, and more. Friends of Latin America Rotarians are invited to participate in this fellowship and Rotary information experience. Send check or request details from: R.I. DIRECTOR FRANK DEVLIN, M. Servantes Salvendra No. 25, 11550 Mendocino, D.F. Mexico, D.F. 06540-5119, FAX: 905-254-5147. Deadline: 1 November.

RATES

Minimum 15 words. \$3.25 per word for commercial advertisers (\$2.25 per word for three insertions or more), \$2.25 per word for non-profit advertisers. Telephone number counts as two words. Send advertisement to: *Emporium*, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201, USA.

GUIDELINES

1. All advertisements are subject to acceptance and approval of publisher.
2. Advertisements are published as space permits; we cannot guarantee date of insertion.
3. All advertisements must be prepaid.
4. Deadline for advertisements is the 10th of the second month prior to issue.
5. The ROTARIAN assumes no responsibility for any service other than publishing paid advertisements in this section.

OPINION

Crusade against drought

Rotary International has undertaken the vaccination of all the children in the world against poliomyelitis before the year 2005. Can we not now take up a new challenge to combat drought and famine and to defeat it on the African continent by the year 2105?

But how can service clubs succeed where powerful international organisations seem to make little progress? Food aid is available in plenty, but food aid will never resolve the basic problems of drought and famine.

The problem must be attacked at its roots in order to prevent drought and the continuous advance of the desert on the African continent and all over our planet.

We must learn to fight against the desert. We must learn to protect the trees. We must learn to plant trees so that the rain may return. We must learn new methods of farming, specifically adapted to the semi-desert countries.

Let us attack and contain drought by the year 2105, the year of the two hundredth anniversary of Rotary. Rotary has the faith and the men to succeed in this challenge.

—JACQUE GOIRAND, *Rotarian*
Abidjan, Ivory Coast

Program chairmen, beware

I urge the program chairmen of all Rotary clubs to be very aware of exactly what type of programs—or speakers—they bring to their fellow club members. I specifically refer to programs solely oriented toward “selling” something—whether it be goods or services—either at the meeting, or immediately following.

This type of incident recently occurred in my club and another local club. One of the clubs, upon realizing the slant and intent of the program, immediately adjourned the meeting, leaving the “speaker” (or

should I say “seller”) to ply his wares to a room full of empty seats. I am sure that you can imagine how that meeting’s program chairman must have felt.

As a past president of my club, I am fully aware of the great difficulty program chairmen have in securing a constant flow of fine programs. I just hope that this relating of our experiences might prevent other Rotary clubs from being duped by similar, so-called, “speakers.”

—WALTER JOHNSON, *Rotarian*
Amarillo, Texas, U.S.A.

Whither Rotary?

There was a time when membership in Rotary was an honour, and Rotary clubs were composed of outstanding persons. Now, anybody who can pay becomes a member. There is emphasis on quantity, not quality.

Let there be a corner where honesty and integrity are supreme. After all, Rotary is a service organisation, and Rotarians cannot ignore eternal values.

—ANURAG DAS, *Rotarian*
Exporter
Banaras, India

Banner exchange juvenile

As a Rotarian for 36 years, one thing still bothers me. It’s the seemingly juvenile practice of exchanging flags or club emblems at visited clubs.

Most clubs do not have permanent facilities for displaying more than a few, and each exchange must cost at least six dollars.

Let’s use the money for PolioPlus. It would save many thousands of children.

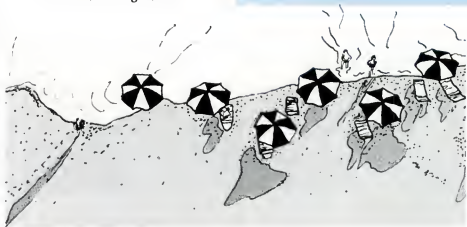
—CHARLES J. COOPER, *Rotarian*
Holland, Michigan, U.S.A.

Anniversary clubs

Because of an error in our record keeping, the March edition of this column neglected to mention the 50th anniversary of the Rotary Club of Amherst South, New York, U.S.A. The club was originally chartered as the Rotary Club of Eggerstville-Snyder on 1 March 1937. It changed its name in 1969. We regret the oversight, and offer a belated salute to the Rotarians of Amherst South.

Thirty-one clubs were admitted to membership in Rotary International in October 1937. Congratulations to these clubs upon their 50 years of service:

Australia—
New South Wales: Cootamundra.
Chile—Valleparaiso.
England—Swinton & Pendlebury.
Wilmslow & Alderley Edge.
France—Castres sur Agout;
La Rochelle.
Japan—Kochi.
Mexico—Ciudad Delicias.
Sweden—Falun; Kristinehamn.
U.S.A.—
Colorado: Creede; Englewood;
Fort Lupton; Johnstown;
Wray.
Florida: Miami Beach.
Georgia: Milledgeville; Tennesse.
Kentucky: Versailles.
Michigan: Ishpeming.
Missouri: Grant City;
Princeton; St. Joseph South
Side; Unionville; Warrensburg.
New York: Worcester.
North Carolina: Elm City;
Murfreesboro.
Texas: New Braunfels.
Venezuela—Caracas.
Wales—Haverfordwest.



THE LIQUIDATOR

offers the HI-WORK®
WIRELESS SPEAKER



Wireless sound ANYWHERE
from records, cassettes, reel
tapes, CDs, or AM/FM radio by
simply plugging into AC outlet.

Deep rich bass and crystal clear highs
in any room in your home is now avail-
able with a new technology break-
through that transmits music through
the AC wiring in your house.

SUPERIOR FEATURES:

- No speaker wires required
- Rich sound & portability
- Includes AC transmitter & jacks, which
plug directly into your receiver
- Adjustable on/off volume control
- Combines left & right channels for full
rich sound
- Virtually noiseless operation due to low
frequency transmission
- Dimensions: 9 1/2" x 4 1/2" x 6"
- 4 1/2" woofer & 2 1/2" tweeter for deep
booming bass & sharp highs
- Acoustically designed cabinet
- 90 day full factory warranty parts & labor
- 30 day money back guarantee

Mr. List Price \$104.50

Price..... \$59
Additional Speakers \$53 ea.
\$&H \$5.00 per unit

Credit Card Orders may be made by
phone 24 hours day 7 days week

Toll-Free 1-800-334-0854

(Ext. 577)

(In N. C.—919-378-1655)

OR MAIL COUPON TO

THE LIQUIDATOR
1043 ST. JOHN'S WOOD DR.
RICHMOND, VIRGINIA 23225

Send 1st HI-WORK® speaker and AC Transmitter

for \$59 plus (\$5 S&H)

Send _____ additional speakers for \$53 plus (\$5 S&H)

(VA residents add 4 1/2% tax. NO COD ORDERS)

☐ My check or money order is enclosed

Charge to ☐ VISA ☐ MASTER CARD

Acct. No. _____

PLEASE PRINT CLEARLY Exp. Date _____

Name _____

Address _____

City _____

State _____ Zip _____

Phone (____) _____

Sign Here _____

Got a Minit? Make a Button!

with **Badge-A-Minit**

In just a "minit" you can enter
the fast and easy, fun and
profitable world with Badge-A-Minit.

These 2 1/2" plastic-coated
buttons are fun to make,
fun to wear and easy to
sell at flea markets,
fairs, conventions or
sporting events. Supply buttons for community events,
businesses or churches.

For \$26.95 you get a hand held press, a set of 5
assembly rings and enough designs and metal parts
to make 10 buttons. To order additional button parts
see the catalog included with every order.

Order today or send for a FREE catalog and idea
book. GUARANTEED.

Badge-A-Minit, Dept. RO-1087, 348 North 30th Rd.,
Box 800, LaSalle, IL 61301, Phone 815-224-2090

☐ Send me the Badge-A-Minit Starter Kit for only \$26.95 plus
\$1.75 shipping (IL residents add \$1.68 tax)

☐ Visa ☐ MasterCard

Card No. _____

Exp. Date _____

Name _____

Address _____

City _____

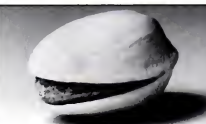
State _____ Zip _____

Phone (____) _____

☐ I am not ordering now, but please send me a FREE catalog.



\$26.95



"You send me"
...anywhere in the U.S.A.
for just \$22.50

FRESH, CALIFORNIA PISTACHIOS...
a natural and delightful gift or remembrance
for any occasion. Or just treat the family.
Buhler Pistachios are grown without
pesticides, roasted and may be
ordered with or without salt. Please
specify: \$22.50 (5 lbs.) includes
shipping. Send for your snackin'
good California pistachios, today.

BUHLER
PISTACHIO FARMS

1265 S. Lyon Ave.
Mendota, CA 93640 • Ph. (209) 655-4949

Please ship me _____ 5 lb. bag(s) of delicious pistachios
@ \$22.50 per bag. Payment enclosed for \$_____

Check ☐ VISA ☐ MasterCard ☐ Salted ☐ Unsalted ☐

Acct # _____ Exp. Date _____

NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

☐ Shipped U.P.S. / No P.O. Box numbers



PolioPlus Rotary Tie

Jacquard woven in one of the
finest mills in England and
bought to you as part of the
Rotary International Campaign to
Immunise the Children of the
World.

Designed specifically for the
campaign the tie is available in
blue ground with shadow design
and single gold stripe and Polio
Plus emblem.

Each only \$19.95 shipped
prepaid to your U.S. Street.
Substantial Donation from the
sale of each tie.

Wear it with Pride.

Mail To: Heraldic Textiles,
46 Watford Way (1st Floor),
London NW4 3AL, England.

☐ Check or International Money Order
Only.

Name _____

Address _____

City _____

State _____ Zip _____

State _____ Zip _____

ROTARY WORLD CALENDAR & ROTARY WORLD BUSINESS CALENDAR

All important Rotary religious
national and international
dates noted.

In six languages

A project of District 773

Rotary Calendar

P.O. Box 2509

Fayetteville, NC 28302 USA

Order Form

Please send _____ Rotary World
Calendars @ \$10.00 & \$2.00 postage
each.

_____ total

Please send _____ Rotary Business
Calendars @ \$12.00 & \$2.00 postage
each.

_____ total

Check or purchase order enclosed.

Charge my credit _____ Visa _____

Mastercard _____ Card No. _____

expiration date _____

Name _____

Address _____

City _____ State or Prov. _____

Zip Code _____ Country _____

SALE BY MAIL

POLIOPLUS AdCubes

• 3 1/2" cube filled with over 700 blank sheets and the "What's Rotary" flyer plus the "PolioPlus Campaign" story.

- Spread the PolioPlus message to non-Rotarians.
- Use as speakers', guests' and visitors' gifts.

• Augment your club's PolioPlus fund raising.

\$100.00 for a case of 36 shipped prepaid to your U.S. street address by U.P.S.

- Profits from sale go to aid PolioPlus.
- Easily sellable at \$5.00 each

• Help our Club reach its \$50,000 goal for PolioPlus.

California / Nationwide
800-428-4747 / 800-533-4733

ROTARY CLUB OF SANTA FE SPRINGS
P.O. Box 2423, Santa Fe Springs, CA 90670

Visa and M.C. cards accepted.

Rotary and Bulova... Wear it with Pride!



Free
Engraving

Finally—an elegant watch worthy of the Rotary Wheel. The cost—\$235—an extraordinary value. Reserve yours today. The Rotary Bulova is backed by a full two-year warranty and available only through this offer. Don't delay.

CALL TOLL FREE
OUTSIDE AREA CODE 312
1-800-562-5200 EXT. 774
IN CANADA
1-800-345-5220 EXT. 774
IN AREA CODE 312-774-0007

Boress & Associates, Ltd.
6201 W. Touhy Ave. Chicago, IL 60648

MAKE YOUR TWO-STORY HOME A ONE-STORY HOME WITH "ELEVETTE"®

"Elevette" is a residence elevator, custom-built to a size suitable for your home and can serve two or more floors. If your doctor recommends an "Elevette," it's tax-deductible.

Send for free literature on how to make your two-story home into a one-story home. Write:



**INCLINATOR COMPANY
OF AMERICA**
Dept. 9
P.O. Box 1557
Harrisburg, PA 17105-1557

ADVERTISING in Sale by Mail
means MAIL ORDER SALES

JOKES FOR SPEAKERS!

Topical Joke-Bulletin with approx. 100 funny one-liners, stories and roast-lines. Created by top Hollywood comedy writers. Ideal for Business and Club meetings, Banquets, etc. Humorize your speech for any audience; any occasion. Our 15th year. Current issue, \$8.50. Send check or m.o. to:

JOKES UN-LTD.

8033 Sunset Blvd., Dept. R-7
Hollywood, CA 90046

MAKES YOU ALMOST 2" TALLER

SIZES: 5-11
WIDTHS: B-E-E-E
FINE MEN'S
SHOES



Looks just like ordinary shoes except hidden inside is a height increasing innersole. Choose from a wide selection of Elevators, including dress shoes, boots and casuals. Satisfaction guaranteed. Exceptionally comfortable. Call or write today for your FREE color catalog so you can look 2" taller in almost no time. TOLL FREE 1-800-343-3810

ELEVATORS®
RICHLEE SHOE COMPANY, DEPT. RT70
P.O. Box 3566, Frederick, MD 21701

Replica Kits
Now Save Up To \$2000.00



Replica 1929 Mercedes Benz SSK

CALL NOW
TOLL FREE **1-800-328-5671**

In Minnesota Call 612-546-7336

Ask For Gerry Woods

Or Send For Additional Information To:

Fiberfab International
6807 Wayzata Blvd.
Minneapolis, MN 55426

Enclosed is \$1 for each full color brochure and components list for:

- ☐ Replica 1929 Mercedes Benz SSK
- ☐ Replica 1952 MG-TD
- ☐ Replica 1955 356A Speedster
- ☐ Replica 1955 356A Speedster Californian

Name _____

Address _____

City _____ St. _____ Zip _____

Home Phone (Area Code) _____

Bus. Phone (Area Code) _____

Please charge my _____ Visa _____ MC _____ Amex _____

Acct # _____ Exp. Date _____

860-J-7

CLUB SECRETARY SOFTWARE

Automate your Attendance, Reporting and Billing

- Improve attendance with timely reporting
- Complete Member Files & Roster
- File searching finds: anniversaries, birthdays, committee assignments, PHFs, officers, classifications, etc.
- Immediate District Reports
- Attendance & Fines Summaries
- Mailing List & Labels
- Attendance Worksheets
- Statement Options
- Assessments & Billings
- Most PC/MS-DOS Systems

Attendance System, \$249 Attendance & Billing, \$395

Designed especially for Rotary Clubs - Satisfaction guaranteed

Call 1-800-237-7638 for sales & support MasterCard/Visa accepted
Certified Software Distributors, Inc.; PO Box Q; Incline Village, NV 89450



Bill Koch
8 time Nat'l X-C
Ski Champion
Olympic Silver Medalist
World Cup Winner

Builds Cardiovascular Fitness More Effectively Than Other Exercisers

NordicTrack duplicates the smooth, rhythmic motion of cross-country skiing, recognized by health authorities as the most effective fitness-building exercise available.

• Exclusive Flywheel Action

Provides unmatched smoothness and continuity from stride to stride. Motion and resistances are the same as real skiing.

• Jarless Action is Safer Than Running

Completely jarless motion prevents back and joint injuries associated with running. Arm-motion resistances provide superior upper body exercise.

• More Complete Than Exercise Bikes

Adds important upper body exercise and exercises leg muscles more uniformly. Fitness-building high pulse rates are easier to attain because more muscles share the exercise.

• Safer and More Effective Than Rowing Machines

Safer because no dangerous back strain loads imposed. Scientific tests prove NordicTrack's skiing motion is superior to rowing for building fitness.

• Burns up to 600 Calories

per 20-Minute Workout
Lose weight without dieting.

Folds compactly. Requires only 15" x 17" floor space.

Free Brochure, and New Video!

800-328-5888

Minnesota 612-446-6987

NordicTrack

141RO Jonathan Blvd., Chaska, MN 55318

Recognize PolioPlus Contributors



We've made it easy with our line of quality PolioPlus products... all excellent ways to properly recognize contributors, large or small, to the PolioPlus Campaign plan. The Super PolioPlus kit contains a sample of each of these products for your review. You get a fundraiser box for accepting donations, four specially designed PolioPlus pin-back buttons, one each of our cloisonne lapel pins, tie tacks and tie chains all color coded for various levels of recognition. You also get 64, 1" diameter stickers, 36 rectangular labels, an attention-getting blinking button with battery and two sample placemats for use at recognition dinners. Each item is priced separately and quantity discounts are available.

Order your Super PolioPlus kit today for only \$24.00 or send for our FREE full line catalog containing these and other Rotary approved products. To order, send \$24.00 plus \$1.50 shipping (IL res. include \$1.50 tax) to: G&D International Distributors, Inc., Dept. R10887, 1201 Bucklin Ave. LaSalle, IL 61301 Phone (815) 223-4669



G & D



INTERNATIONAL DISTRIBUTORS, INC.

Licensed Supplier of Rotary, Interact & Rotaract

Emblem Merchandise

1201 Bucklin Avenue - LaSalle, Illinois 61301

Home (815) 223-4669



"ROAM THE WORLD BY FREIGHTER"



Facts, Destinations, Departures & Recommendations on foreign or domestic cruises, \$3. Free if you join TravelTips Cruise & Freighters Assn., specialists since 1967 in arranging unusual cruises. Annual membership \$15, two years \$25. Includes bi-monthly magazine. Credit cards O.K. Refund unless delighted. TravelTips, Dept T3, Box 188, Flushing, NY 11358. (800) 872-8584, in NY 718-839-2400.

LOOKING FOR THAT "PERFECT GIFT"?

WE SUGGEST

THE ROTARIAN READER,

a treasury of information,
history, and humor, gleaned
from the first 75 years of
THE ROTARIAN magazine.

Order your copy today from

the Central Office of R.I.

Publication No. 310-EN.

Cost: U.S. \$11.50.

M O V I N G ?

Be sure to notify the
circulation department.

We need 5 or 6 weeks to change your address. Please give us your old address as well as your new and attach an address label from a recent issue of THE ROTARIAN.

Send to:

THE ROTARIAN

One Rotary Center

1560 Sherman Avenue

Evanston, IL 60201 USA

SALE BY MAIL

SKI HANGER



A GREAT GIFT IDEA!
Unique - Patented
Order Now For Xmas!
\$5.95 Ea. PPd
Satisfaction Guaranteed

SKI-UP
Suite 211D Riverside Plaza
100 2nd St. East
Whitefish, Mt. 59937

CHECK - VISA - MASTERCARD

We'll help you
up and down stairs
for as little as
\$2 a day*



- Straight or curved stairways
- Smooth, comfortable, easy-to-use
- Purchase or low rental rate
- Over 50 years in public and private sectors
- Wheelchair lifts and porch lifts too

FOR FREE BROCHURE, WRITE OR CALL:

1-800-782-1222

IN WI 1-800-552-7711

The freedom of movement™

CHENEY

The Cheney Company

Dept RM. P.O. Box 188, New Berlin, WI 53151

*Based on typical installation at mfrs. suggested retail price amortized over five years.

SAVE ON LEATHER BUSINESS CASES



Matched
Leather
Pieces in
Burgundy!

**FACTORY NEW!
FIRST QUALITY!**

LEATHER ATTACHE WITH PORTFOLIO

A Great 2-in-1 Buy! Enter the business world in style with this distinctive pair! Both the Attache and Portfolio are crafted of rich, durable bonded leather in burgundy. Now take advantage of our special negotiations with a manufacturer to offer this fine pair at a **LOW liquidation price. Buy NOW!**

Two Pieces to Take Care of Business!
ATTACHE CASE has double-layered end straps for rough, everyday wear.

- Luxurious Suede-Like Lining.
- Two 3-Digit Combination Locks.
- Two Large Expandable Pockets, Plus Three Smaller Pockets Inside.
- Measurements: 12 1/2" H x 17 1/4" W x 3 3/4" D.
- **TRI-FOLD PORTFOLIO** is 9 1/4" H x 12 1/2" W.
- Opens to 22 1/4" Long.
- Tablet Holder, Plus Two Inside Pockets.
- Nests Neatly Inside the Attache.

Compare At **\$139.95**

ATTACHE CASE WITH PORTFOLIO
Liquidation Priced At... **\$39**

Item M-2672-7037-922 S/H: \$6.00/set

Credit card customers can order by phone, 24 hours a day, 7 days a week.
Toll-Free: 1-800-328-0609
Sales outside the 48 contiguous states are subject to special conditions. Please call or write to inquire.

SEND TO: Item M-2672

CGM Direct Marketing Corp.

1405 Xenium Lane N/Mineapolis, MN 55441-4494

Send **Attache Case/Portfolio Set**(a) Item M-2672-7037-922 at \$39 per set, plus \$6 per set for ship. handling (Minnesota residents add 6% sales tax. Sorry, no C.O.D. orders.)

☐ My check or money order is enclosed (No delays in processing orders paid by check.)

PLEASE CHECK ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Acct. No. _____ Exp. _____

PLEASE PRINT CLEARLY

Name _____ Apt. # _____

Address _____

City _____ State _____ ZIP _____

Phone _____

Sign Here _____

ROTARY CLUB MANAGEMENT SOFTWARE

The **ONLY** System
advertised that gives

- Member billing
- Financial reporting
- Paul Harris reporting

You Enter: Member charge and payments
Absences and checks

The System Automatically Prepares:
Member statements
Paul Harris payment reports
Balance sheet and income statements
Attendance reports, and
30 other reports

Only \$495.00

or send for brochure

Runs on IBM PC, XT, AT or compatible floppy or hard disk

30 day money back satisfaction guaranteed

3 WAY SYSTEMS 210 S. Brea Blvd., Brea, CA 92621 • (714) 529-8455

25 FREE PAIRS

Wright Arch Preserver® Shoes

Yes! A **FREE** pair of America's finest men's shoes will be given to 25 people who answer this ad by November 30. We will draw 25 names from those who send for our **FREE** catalog. Each will choose any pair of **WRIGHT ARCH PRESERVER SHOES** in our catalog! Mail this coupon for **FREE** catalog and **YOUR** chance to win these famous shoes.



Executive Shoes, Dept. 987, Box E
Rockland, MA 02370

Enter me in the Free drawing, and send Free catalog of Wright Arch Preserver Shoes.

Name (PLEASE PRINT) _____

Address _____

City _____ State _____ Zip _____

Have you ever worn Wright Shoes? yes ☐ no ☐

**MAIL
THIS
COUPON
TODAY!**

STRIPPED GEARS

Resourceful? A little girl visited a bank president and asked him to contribute to her youth club. The banker laid a dollar and a 10¢ piece on his desk and told her to take whatever she liked.

The youngster picked up the dime and said, "My mother always told me to take the smallest piece." However, picking up the dollar bill, she added, "But so I won't lose this coin, I'll take this piece of paper to wrap it in."

—*Rotary Club Bulletin*
Passaic Valley/Little Falls,
New Jersey, U.S.A.

A man had a dog that was constantly scratching itself, so he took it to the veterinarian and told him to treat the dog and when it was cured to call him.

The man left and the vet put the dog on the table and started to examine it. The dog squirmed out of his grip, leaped off the table through the open window out into the parking lot. The vet ran out the front door and was down on his knees looking under the cars when the parking lot attendant came over and said, "Sir, can I help you?"

"Oh please," said the vet, "I am looking for an itchy poochie."

"Sorry, I can't help you," said the attendant, "I can't tell one Japanese car from another."

—LOWELL YODER, *Rotarian*
Reynolds Corners, Ohio, U.S.A.

During a censorship survey, an elderly woman was asked if she thought there was too much sex and violence in cinemas today.

"Can't really say," she answered. "I always sit in the front row in order to see and hear better, and I never notice what the rest of the audience is doing."

—*Rotary Down Under*
Parramatta, N.S.W., Australia

The district governor was making his official address: "Why are fire engines red?" he asked. "I'll tell you. Fire engines have four wheels and eight men. Four and eight make 12. There are 12 inches in a foot. A foot is a ruler. Queen Elizabeth is a ruler. That's also the name of one of the largest ships on the ocean. The ocean is full of fish. Fish have fins. The Finns fought the Russians and the Russians are red. Fire engines are always rushin' here and there. Therefore fire engines are red.— And if you think that sounds crazy, you ought to hear some of the excuses that men give for not making up their Rotary attendance."

—WIN PENDLETON
Past District Governor, R.I.
Windermere, Florida, U.S.A.

Harry was determined to get good snapshots on his tour of the Grand Canyon. Disdaining a safety-fenced lookout point, he stopped the car a few yards beyond the collection of tourists and carried his camera to the unprotected edge of the canyon. His wife sat listening to the car radio until she noticed Harry leaning around a juniper shrub perilously close to the edge of the cliff. She got out of the car, slammed the door and hurried toward her husband. "Harry, careful," she shouted. "Remember you have the car keys in your pocket."

—MILDRED BAKER
Sun City, Arizona, U.S.A.

The tribesman had an ailment so he visited the witch doctor.

The doctor gave him a 3-foot strip of leather and told him to bite off and chew a piece of the leather each day for 30 days, then return for a checkup.

After one month, the patient returned to the healer.

"How are you doing?", asked the doctor.

"Not so good, Doc. The thong is gone but the malady lingers on."

—GEORGE WACKER, *Rotarian*
Yreka, California, U.S.A.

I just returned from my 30-year class reunion. My classmates had all gotten so old, fat, and bald that they couldn't recognize me.

—JOHN KLINE, *Rotarian*
Montgomery, Alabama, U.S.A.

An English traveling salesman, driving from Calcutta to New Delhi in a great hurry, caught up with a herd of 50 elephants in single file, trunk to tail. The salesman was impatient, blew his horn, and tried to pass. "Bump!" He knocked down the last baby elephant in the line.

The mahout rushed back and said, "Sahib, if you have damaged the baby elephant you must pay."

The Englishman said, "I represent a very wealthy firm. Inspect the baby elephant and tell me what it will cost."

The mahout came back and said, "Sahib, the bill is one million rupees."

The salesman was shocked. "One million rupees!" he screamed. "All I did was to knock the baby elephant down and it didn't seem to hurt him."

"True, Sahib," said the mahout, "but when you knocked the baby elephant down, you pulled the tails out of the other 49."

—BILL BURNS, *Rotarian*
Florence, South Carolina, U.S.A.



NEW FOR FOUNDATION MONTH

Three new video presentations to help you tell the inspiring story of The Rotary Foundation's educational and humanitarian work.



"You Can Matter" Bill Moyers, internationally-known journalist and former Rotary Scholar, delivers a moving narrative describing how Rotarians helped this schoolboy from East Texas find his way into the living rooms of the world via television. "You Can Matter" is the perfect vehicle for informing Rotarians, community groups, students, potential scholarship applicants, prospective donors and others about Foundation activities. A great speaker-support tool for Foundation scholars and a recruitment piece to involve young people in your club and district activities. This 8½-minute video is available in PAL, BETA II standard (071A-EN); NTSC BETA II (071B-EN); NTSC VHS (071C-EN) and PAL VHS (071D-EN). Each \$29.



"Rotary-Building Bridges"

Filmed in England and Argentina, this video chronicles the historic Group Study Exchange between British and Argentinian teams of young professionals. An excellent orientation piece for your district's Group Study Exchange team members as well as an inspirational appeal for international understanding for non-Rotarian audiences. This 16-minute video is available in PAL, BETA II standard (775A-EN); NTSC BETA II (775B-EN); NTSC VHS (775C-EN); PAL VHS (775D-EN). Each \$29. This tape is also available in French, Japanese, Portuguese and Spanish.



"Investment in the Future"

Produced by California Rotarians and updated to include the most current information on the Rotary Foundation Scholarship program, this informative video follows two scholarship candidates through the application process, from the earliest stages of learning about the program to their arrival in their host country. An excellent way to inform student groups, your community and Rotarians themselves about this outstanding scholarship. This 21-minute video is available in PAL, BETA II standard (074A-EN); NTSC BETA II (074B-EN); NTSC VHS (074C-EN); PAL VHS (074D-EN). Each \$29. Also available in 16mm film.

Order these from:

Rotary International, One Rotary Center • 1560 Sherman Avenue, Evanston, Illinois 60201, U.S.A.



IMS/HASLER. THE PIONEER AND STILL LEADER IN AFFORDABLE AND FLEXIBLE, MODULAR MAILING SYSTEMS.



SORRY, MR. PITNEY. TOO BAD, MR. BOWES.

At IMS/Hasler we conceived and developed the modular mailing system over eight years ago. Since then our equipment has reliably processed hundreds of millions of envelopes. In all that time no one has been able to duplicate our advanced design. Not even the venerable Pitney Bowes.

IT'S AFFORDABLE.

The IMS 300 Series is the most cost-effective way to own a mailing system that fits your needs precisely. It offers a full range of features which can be added whenever you want to upgrade your mailroom. You merely add components as needed, without the expense of

costly trade-ins. Finally, you'll find our average meter rental rates are the lowest in the industry.

IT'S FLEXIBLE.

The 300 Series is fully interface-able with IMS electronic meters



Built-in computer permits postage charge-backs to up to 400 accounts.



Interfaced electronics for easy handling of parcels and oversize envelopes.

and scales that automatically set accurate postage. And you can choose your own processing speed. Our fully automatic feed, for example, will meter stamp up to 200 pieces per minute. This is over 60% faster than our competition's similar equipment.

To find out more about the fastest growing postage meter company in North America, call International Mailing Systems, 1-800-243-6275, TOLL FREE. We have over 300 sales and service locations to serve you nationwide.

When it comes to creating a mailing system that's just right for you, you'll have to agree: IMS/Hasler is a tough act to follow.



INTERNATIONAL MAILING SYSTEMS, INC.

Subsidiary of Rockaway Corporation. Listed on the American Stock Exchange. 19 Forest Parkway, Dept. BM1, Shelton, CT 06484-0903, (203) 926-1087.